PREMIERE

September 3, 1963

'YOU GOTTA HAVE HEART,' BELLHOP JOSE JIMENEZ (BILL DANA) LEARNS, IN PREMIERE EPISODE OF 'THE BILL DANA SHOW' ON NBC-TV

Jose Jimenez (Bill Dana) comes perilously close to losing his bellhop job but good deeds save him in "You Gotta Have Heart," premiere episode of NBC-TV's "The Bill Dana Show" Sunday, Sept. 22 (7-7:30 p.m. NYT).

Jonathan Harris and Gary Crosby co-star. Harris as the impeccable Mr. Phillips, hotel manager, and Crosby as Dana's fellow bellhop.

Backdrop for the series is the Park Central Hotel, a respectable address for those resident and transient guests who avoid the bigger, better-known hostelries in favor of the quiet elegance and personal service of older, smaller stopping places.

For bellhop Jimenez, the Park Central is the universe. He lives in its bachelor quarters, takes his meals in its employees' dining room, draws upon its staff and guests for his human contacts. In those contacts, he is sustained by a naive faith in the good in people.

Often, though, with the help of fellow bellhop Eddie (Crosby), Jose lands in trouble. Eddie is the "smart money" player who goads Jose to emulate him but often finds Jose's artlessness more than a match for the cruel world.

(more)

The premiere episode was produced by Howard Leeds, written by Jack Elinson and Charles Stewart and directed by Sheldon Leonard.

PROGRAM HIGHLIGHT--SEPT. 22

THE BILL DANA SHOW: "You Gotta Have Heart" -- Bellhop Jose Jimenez (Bill Dana) proves heart important in hotel management. (Premiere).

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NBC-New York, 9/3/63

NBC COLOR TELEVISION NEWS

SEASON PREMIERE

September 3, 1963

'THE SEVEN YEAR ITCH,' STARRING MARILYN MONROE AND TOM EWELL, OPENS NEW SEASON OF 'SATURDAY NIGHT AT THE MOVIES'

Marilyn Monroe and Tom Ewell star in "The Seven Year Itch," the 1963-64 season premiere attraction on NBC-TV's "Saturday Night at the Movies" Sept. 21 (color broadcast, 9 p.m. NYT to conclusion). The 1955 20th Century-Fox comedy release also stars Evelyn Keyes, Sonny Tufts, Robert Strauss, Oscar Homolka, Marguerite Chapman, Victor Moore and Roxanne.

Produced by Charles K. Feldman and Billy Wilder and directed by Wilder from a screenplay by George Axelrod and Wilder, "The Seven Year Itch" was adapted from Axelrod's stage hit of the same name. The story is centered around a married man of seven years, Richard Sherman (Ewell), who puts his wife, Helen (Miss Keyes), on a train for a resort and settles down to Summer bachelorhood in New York City. Miss Monroe plays The Girl Upstairs who drops in for a drink -- and decides to stay for the Summer.

(more)

Under her influence, Sherman imagines himself to be a Casanova to a succession of beautiful women including a nurse (Carolyn Jones), his secretary (Miss Chapman) and a chance-acquaintance (Roxanne). Tufts plays Tom MacKenzie, an old friend; Strauss is cast as the janitor, and Moore plays a plumber -- all of whom contribute to Sherman's plight, which even his psychiatrist (Homolka) cannot help.

PROGRAM HIGHLIGHT--SEPT. 21

SATURDAY NIGHT AT THE MOVIES: "The Seven Year Itch."
Marilyn Monroe and Tom Ewell. (Season Premiere).

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NBC-New York, 9/3/63

RICHARD CHAMBERLAIN, TITLE STAR OF 'DR. KILDARE," PARTICIPATING IN THIRD ANNUAL PYROFAX GAS TEEN-AGE BAKING CONTEST

Richard Chamberlain, who stars in the title role of "Dr. Kildare" on NBC-TV, is participating in the third annual Pyrofax Gas Teen-Age Baking Contest.

The contest offers college scholarships, gas ranges, a trip to the New York World's Fair and other prizes to high school entrants.

Chamberlain will be featured in the contest promotion material and will take part in on-the-air announcements for the contest which begins with the opening of schools this month. Contest winners will be named Oct. 20. Arrangements for Chamberlain's participation in the contest were handled by the NBC Promotion Department.

"Dr. Kildare" is broadcast Thursdays (8:30-9:30 p.m. EDT).

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NBC-New York, 9/3/63

HONORARY DEGREE FOR LESLIE UGGAMS OF 'SING ALONG'

Leslie Uggams will receive an honorary degree from Bishop College in Dallas, Tex., Sept. 18 when she visits that city with the cast of the NBC-TV "Sing Along with Mitch" color broadcasts.

The degree will be presented at a special assembly of students at which Leslie will address the student body.

The 20-year-old singer is a student at New York City's Juilliard School of Music, where she studies composing, conducting and arranging.

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NBC-New York, 9/3/63

NBC TELEVISION NETWORK NEWS

September 3, 1963

NOEL COWARD, ON 'TODAY' TWO-HOUR TELECAST SALUTING HIS CAREER, WILL BE JOINED BY BEATRICE LILLIE AND SALLY ANN HOWES

Noel Coward will make one of his infrequent television appearances as a special guest on NBC-TV's "Today" show Thursday, Oct. 3, when the entire two-hour program (7-9 a.m. EDT) will be devoted to the music and life story of the noted English songwriter, playwright, author and entertainer.

Also appearing on the program, singing some of Coward's famous songs, will be Beatrice Lillie and Sally Ann Howes. Miss Lillie's stage associations with Coward date back to World War I. Next year they will again work together, after 35 years, when she is the star and he is the director of a new musical based on Coward's "Blithe Spirit."

Skitch Henderson and the NBC Orchestra will accompany the singers and also bring Coward's career up-to-date by playing several numbers from "The Girl Who Came to Supper," a new Coward musical opening on Broadway this Fall.

Coward, now 63, has written more than 40 plays, two novels, two volumes of autobiography and some 200 songs. He has sung, danced and performed in dozens of his own and other plays, and he has written, directed and appeared in movies, among them his wartime film, "In Which We Serve." He has entertained throughout the British Isles, in the Near East, South Africa, Australia and in Las Vagas.

Coward will chat with "Today" host Hugh Downs and Jack Lescoulie about his half-century in the theatre and tell some of the interesting stories connected with the writing of his shows and songs.

(more)

Among the Coward songs to be heard on the "Today" salute will be "I'll See You Again" and "Zigeuner" from "Bitter Sweet"; "I'll Follow My Secret Heart" from "Conversation Piece"; "Mad Dogs and Englishmen," which Miss Lillie introduced in the "Third Little Show"; "Someday I'll Find You" from "Private Lives," and "Mad About the Boy" from "Words and Music."

(The program will be taped Sept. 16 for telecast on Oct. 3. It will be completely sponsored, as announced, by the Pontiac Division of General Motors Corp. to introduce its 1964 line of autos.)

PROGRAM HIGHLIGHT -- OCT. 3

TODAY: The two-hour program is devoted to the music and story of Noel Coward who will be a guest along with Beatrice Lillie, Sally Ann Howes and Skitch Henderson.

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NBC-New York, 9/3/63

ROBERT NORTHSHIELD

- - -

Producer of "Sunday" on NBC-TV

No television program done by NBC News producer Robert Northshield will probably ever approach the drama and hilarity of the day he received his college diploma.

His "graduation exercise" was held in a muddy foxhole in Germany in 1944. It seems Northshield, who is producing the new NBC-TV series "Sunday," had completed most of the requirements for a degree from Knox College in Galesburg, Ill. He lacked but two credits for military science.

However, the war intervened and Northshield found himself in the infantry fighting the Germans in November, 1944. He and a colleague in khaki were crouching in their foxhole when a messenger approached, running through the front lines to bring Northshield a package.

He thrust the package at a surprised Northshield, and said, "It's registered. Ya gotta sign for it."

"Sign for what?" Northshield asked. "What is it?"

The messenger didn't know and Northshield not wishing to question some obscure military protocol, signed. He squatted down in the hole with his soldier buddy and tore open the package. It contained a letter and a leather-bound folder.

The letter began: "Dear Bob: Congratulations on receiving your diploma..." His sheepskin diploma, inscribed ornately in gold with a heavy Latin hand, proclaimed him a Bachelor of Arts in chemistry for Knox College.

(more)

Northshield's foxhole companion, a young man from rural Arkansas unable to read Latin, asked him what the document was. Northshield explained it was his college degree. He stuffed the package into his back pack and turned to face the enemy -- like any other college graduate would have done.

Northshield attended Knox during the early years of the war. Previously, he was a reporter and assistant sports editor for the Galesburg (Ill.) Register-Mail.

Born in Oak Park, Ill., July 21, 1922, Northshield grew up in Chicago. When the war ended, he returned to the Chicago area for graduate work at Northwestern University and the University of Chicago, studying English, anthropology and art. He later studied at the Sorbonne in Paris.

In 1946, he joined the Chicago Sun as a reporter, remaining with the newspaper when it became the Chicago Sun-Times. He served as picture editor and columnist before he left in 1953 to join CBS.

At CBS, he was associated with a number of television productions, notably the "Adventure" series of which he was producer from 1954 to 1956. The series won a Peabody Award in 1955. He moved on to the "Seven Lively Arts" unit at CBS, of which he was producer from 1957 to March, 1958.

Northsheild went to ABC in March, 1958, and produced several public affairs programs before joining NBC in January, 1960. He produced for NBC's "Ford Startime" series before joining the News Department in May, 1960, as program manager for the "Today" show. He became producer shortly thereafter.

He has since done more than a dozen NBC News special, including three of the "JFK Report" series, "The Trial of Adolf Eichmann,"

(more)

"Geneva: Act I," five programs covering integration developments at Mississippi University, and three dealing with New York elections.

On Election Night last year, Northshield was one of several producers supervising NBC News' coverage. Other recent assignments included "American Revolution - '63," the three-hour special on civil rights, "The 44th National Auto Show," "Cuba: Clear and Present Danger" and "The Chosen Child," highly acclaimed examination of child adoption. His specials this season will deal with education, football and art.

While at CBS, two of Northshield's films won awards at the Venice and Edinburgh film festivals. They were respectively "The Family of Man" and "The Way of the Navajo."

Northshield is married to the former Jane Lewis of Grand Rapids, Mich. They live in Croton-on-Hudson, N.Y., with their four sons: Ngoan, 20; Joe, 14; John, 10 and Sam, 6.

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NBC-New York, 9/3/63

CREDITS FOR 'SUNDAY' ON NBC-TV

Time:	NBC-TV Network, Sundays (4-5 p.m. NYT) starting Sunday, Oct. 20.
Host:	Frank Blair
On-the-air Reporters:	Nancy Dickerson Ray Scherer Aline Saarinen Robert Abernethy Joe Garagiola Edwin Newman Cleveland Amory
Producer:	Robert Northshield
Origination:	NBC-TV Studios in New York and Washington
NBC Press representative:	Howard Vandermeulen (New York)

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NBC-New York, 9/3/63

HOST ART JAMES DESCRIBES 'SAY WHEN,' NBC-TV SERIES,
AS 'SUSPENSE-FILLED DO-IT-YOURSELF GAME'

Every weekday morning, Art James helps to get the TV day for millions of viewers off to a pleasant, fun-filled start by conducting a prize-shopping expedition.

The occasion is NBC-TV's "Say When" audience-participation show, which is presented Mondays through Fridays from 10 to 10:25 a.m., NYT. James, the host of the program, describes it as "a suspense-filled, do-it-yourself game in which the contestants pick their own prizes."

Two players compete at a time by selecting items of merchandise from the "Say When" board. The winner of each round is the one who picks the prizes having a total retail value closest to, without exceeding, the previously announced goal. The limits may range from $800 to $3,600, and the prizes run the gamut from moderate awards (home appliances, sports equipment, furniture) to lavish "dream" gifts (fur coats, diamond rings).

Contestants alternate in choosing prizes from among four items displayed at a time. After one is picked, another takes its place on the prize board until the total of 12 for each game is reached. After each selection, the value of the prize is revealed and added to the running total kept on the scoreboard behind each player.

When a contestant feels he has come as close as possible to the announced goal, he may "Say When." If a prize he picks puts him over the limit, he automatically loses that round. The player

(more)

whose total is closest to the goal wins the round and the prizes he has chosen, and the one winning two out of three games is the champion and gets to meet a new opponent.

Dresses, coats, furs, jewelry and other items posted on the prize board are often displayed by the show's pretty models. Another novel prize feature are the "blank checks" which turn up in every game. These checks may permit the contestant to select, for example, from one to 100 bottles of a famous perfume, or one to 50 square yards of carpeting, or one to 50 cases of chile con carne, with the exact number to be filled in by the contestant and the dollar value added to his total.

"Say When," packaged by Goodson-Todman Productions in association with NBC-TV, has been on the network since Jan. 2, 1961. S. Robert Rowe is the producer and Don Bohl the director.

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NBC-New York, 9/3/63

CREDITS FOR 'SAY WHEN' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 10 to 10:25 a.m. NYT.
Host:	Art James
Format:	Audience-participation show in which contestants pick their own prizes. Two players compete at a time, each trying to select enough merchandise so the total retail value comes as close as possible to a previously announced goal. The price of each item is not revealed until after it is selected. The player who comes closest to the goal without exceeding it wins the game and the prizes he has chosen. The first player to win best-two-of-three games is the champion, and then faces a new challenger.
Models:	Ruth Hasely, Emily Banks, Gunilla Knutson, Carolyn White, Kirstan Johnson.
Announcer:	Wayne Howell
Producer:	S. Robert Rowe
Director:	Don Bohl
Associate Producer:	Ron Kweskin
Associate Director:	Eleanor Tarshis
Program staff:	Shirley Fischer, Betty Beaird, Jane Lillibridge, Robin Pollack, Hal Randelman, Karen Grans.
Unit Manager:	Phil Melillo
Packaged by	Goodson-Todman Productions, in association with the NBC-TV Network
Sponsors:	Various
Origination:	NBC-TV Studios, New York
Original Starting Date:	Jan. 2, 1961
NBC Press Representative:	Bob Goldwater (New York)

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NBC-New York, 9/3/63

NBC COLOR TELEVISION NEWS

September 3, 1963

'YOUR FIRST IMPRESSION' IS WORD ASSOCIATION GAME
WITH SIMPLE AND DIVERTING FORMULA ON NBC-TV

"Your First Impression," NBC-TV daytime color show, is a word association game with a simple and diverting formula in which three panelists try to identify one or two celebrities after listening to the mystery guests' reaction to single words and incomplete sentences. The guest must answer within two seconds or the question does not count.

The unique panel show premiered on the network January 2, 1962. It is seen Monday through Friday (12 noon-12:30 p.m. NYT), and originates in NBC-TV's Color Studios, Burbank, Calif.

The program opens when the panelists and viewers are given names and pictures of five celebrities. The guest is not visible, except in silhouette, to either panelists or the audience.

Each panelist tries to uncover a clue to the guest's identity by mentioning words or sentences to provoke revealing reactions. These are relayed to the panelists by moderator Bill Leyden through earphones.

After two rounds of psychological bombardment, Bill Leyden asks the panelists to try and identify the guest celebrity, and explain the reasons for the choice. The guest's identity is kept a secret until after the first round of clue-hunting, when it is revealed to the viewers, but not to the panelists.

(more)

Among the guests who have appeared are: Dr. Frank Baxter, George Jessel, Jim Backus, Sammy Davis Jr., Richard Nixon, Kathy Nolan, Milton Berle, Nick Adams, Angie Dickinson, Barbara Nichols and Zsa Zsa Gabor.

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NBC-New York, 9/3/63

NBC COLOR TELEVISION NEWS

September 3, 1963

CREDITS FOR 'YOUR FIRST IMPRESSION' ON NBC-TV

Title:	"Your First Impression"
Time:	Monday through Friday color broadcasts, 12 Noon-12:30 p.m., NYT
Host-moderator:	Bill Leyden
Regular panelist:	Dennis James
Format:	Quiz-panel show on which the panelists try to identify guest celebrities through their reactions to single words and incomplete sentences. After two rounds of questioning, each panelist gives a brief "psychological analysis" of the mystery guest and tries to name him or her.
Executive producer:	Monty Hall
Produced by	Steve Hatos
Directed by	Wes Kenney
Associate producer:	Nat Ligerman
Production staff:	Arthur Weingarten, Jerita Ingle and Steffi Sidney
Created by	Bernie Kahn and Nat Ligerman with Art Stark and Monty Hall.
Music director:	Ivan Ditmars
Unit manager:	Jack Watson
Technical director:	Joe Conn
Lighting director:	Bob Pohle

(more)

2 - Credits for 'Your First Impression'

Associate director:	Clay Daniel
Production:	A Monty Hall-Art Stark Production
Sponsors:	Various
Origination:	NBC-TV Color Studios, Burbank, Calif.
NBC Press Representatives:	Jane Ober, Burbank; Betty Lanigan, New York.

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NBC-New York, 9/3/63

JACK TRACY
ROOM 320

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NBC TRADE NEWS
September 4, 1963

15 ADVERTISERS PURCHASED SPONSORSHIP TOTALING OVER $8,000,000 IN PAST MONTH ON NBC-TV'S "TODAY" AND "TONIGHT" PROGRAMS

Fifteen advertisers have purchased sponsorship totaling over $8,000,000 during the past month in NBC-TV's "Today" and "The Tonight Show Starring Johnny Carson," it was announced today by William F. Storke, Director, Participating Program Sales.

Mr. Storke said the past August has been "one of the most active Summer months ever for Participating Program Sales." He added that advance sales in "Today," hosted by Hugh Downs, and "Tonight," starring Carson, were greater than for any prior year.

The 15 advertisers and their agencies are as follows: Savings & Loan Foundation (McCann-Erickson Inc.), The Glidden Company (Meldrum & Fewsmith Inc.), American Cyanamid Company (Dancer-Fitzgerald-Sample), Minnesota Mining & Mfg. Company (MacManus, John & Adams), Eastern Air Lines Inc. (Fletcher Richards, Calkins & Holden), Duffy-Mott Co. Inc. (Sullivan, Stauffer, Colwell & Bayles), F. E. Compton & Co. (Tatham-Laird Inc.), Florida Development Commission (Louis Benito & Associates), Cameo Inc. (The Shaller-Rubin Co. Inc.), Helena Rubinstein, Inc. (Ogilvy, Benson & Mather), Rexall Drug & Chemical Company (Batten, Barton, Durstine & Osborn), Morton Mfg. Corp. (Lawrence C. Gumbinner Adv. Agency), Borg-Warner Corp. (Edward H. Weiss and Company), F & F Labs. Inc. (Lilienfield & Co.) and Kitchens of Sara Lee (Foote, Cone & Belding).

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 4, 1963

NBC-TV'S CLOSED-CIRCUIT PRESS CONFERENCE FEATURING CHET HUNTLEY AND DAVID BRINKLEY WITH TV EDITORS AND COLUMNISTS ACROSS NATION TO BE CARRIED IN FULL ON 'TONIGHT SHOW STARRING JOHNNY CARSON'

The NBC-TV closed-circuit press conference featuring Chet Huntley and David Brinkley with TV editors and columnists across the country will be broadcast in its entirety on the "Tonight Show Starring Johnny Carson" Thursday, Sept. 5.

The news conference, first in an unprecedented series of nation-wide interviews by reporters with NBC-TV stars, arranged by NBC's Promotion Department, revealed a new and novel side of the personalities of Huntley and Brinkley as they answered tough and penetrating questions from the TV writers.

The conference will be carried on the "Tonight" show (in black and white only) from midnight to 1 a.m. EDT. The interview took place Tuesday, Sept. 3, live on a closed-circuit feed to the network's 200 TV affiliates.

Reporters in five cities -- New York, Washington, Philadelphia, Chicago and Los Angeles -- appeared on camera to question the news team about the new expanded half-hour "Huntley-Brinkley Report" which debuts weekdays on NBC-TV Monday, Sept. 9 (7-7:30 p.m. EDT).

(more)

The reporters appearing from New York were Dick Doan of the Herald Tribune, Kay Gardella of the Daily News, Bob Williams of the Post, Dave Berlyn of Broadcasting magazine, Maurine Christopher of Advertising Age and William Falk of Sponsor.

Asking questions from other cities were Les Carpenter of Variety, Bernie Harrison of the Washington Star and Lawrence Laurent of the Washington Post in Washington; Larry Wolters of the Chicago Tribune in Chicago; Jim Bacon of the Associated Press, Arlene Garber of the Hollywood Citizen-News and Allen Rich of the Valley Times Today in Los Angeles, and Walter Tillman of TV Guide and Warren Eisenberg of the Pennsylvania Guardian in Philadelphia.

The session was opened and closed by William R. McAndrew, Executive Vice President in charge of NBC News. He labeled the expanded Huntley-Brinkley program "the biggest and most ambitious undertaking" of the NBC News Division.

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NBC-New York, 9/4/63

NBC COLOR TELEVISION NEWS

September 4, 1963

SEASON PREMIERE

HOSS FALLS IN LOVE, BUT THE ROMANCE HITS A SNAG AS 'BONANZA' STARTS ITS 1963-64 SEASON ON NBC-TV

Hoss Cartwright (Dan Blocker) learns the opposite side of brotherly love and that a beautiful woman's ways are hard to change, in "She Walks in Beauty," the 1963-64 season premiere episode of NBC-TV's color series, "Bonanza," Sunday, Sept. 22 (9-10 p.m. NYT).

Unwittingly, Hoss falls in love with an infamous San Francisco beauty, Ragan Miller (Gena Rowlands) and makes plans to marry her. Adam (Pernell Roberts), aware of his brother's impending mistake, tries to warn him but the love-blinded Hoss resents interference. Only when the girl herself reveals she could not completely change does Hoss see the error of his thinking.

Lorne Greene and Michael Landon also star in the episode. The show was produced by David Dortort, written by Bill Stuart and directed by Don McDougall.

New characters and fresh landscapes will characterize "Bonanza" in its fifth season in NBC-TV.

(more)

Kathie Browne has already been cast as the intended bride of Pernell Roberts and a new male character will be added to the regular cast to give greater range to the storylines.

In their regular roles will be Greene, Roberts, Blocker and Landon.

PROGRAM HIGHLIGHT -- SEPT. 22

BONANZA: "She Walks in Beauty" -- Hoss Cartwright fights a losing battle for love. (Season Premiere).

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NBC-New York, 9/4/63

NBC COLOR TELEVISION NEWS September 4, 1963

SEASON PREMIERE

NEW NIGHT OF THE WEEK TO 'SING ALONG WITH MITCH'

WILL BE MONDAY, STARTING SEPT. 23

Mitch Miller acts as his own chief stagehand, when he takes over the controls of a "pin rail" -- a theatrical device which moves scenery into place -- and sets the scenes for various musical numbers in the new season's premiere color broadcast of "Sing Along with Mitch" Monday, Sept. 23 on NBC-TV color (10-11 p.m. NYT). This is a new day and time for the series.

Leslie Uggams, Gloria Lambert, Bob McGrath, Victor Griffin and Mary Lou Ryhal are the soloists for the first show of the 1963-64 season. Accordionist Dominick Cortese also is featured on the program which will take Mitch and his Sing Along Gang to Paris, back to the old days of vaudeville, to the Japan pictured by Gilbert and Sullivan, and to other settings which Mitch provides with his "pin rail."

The highlights follow:

Opening Sing Along -- "It's Only a Paper Moon"

Vaudeville Segment -- "I Love a Parade"
"Last Night a Nightingale Woke Me" - solo by tenor Bob McGrath.
"Oh How She Could Wicki Wacki Woo"

Brownstone Segment -- "Somebody Loves Me" - solo by Gloria Lambert.

(more)

"Steam Heat" -- song and dance by Victor Griffin and Mary Lou Ryhal
"Yes We Have No Bananas"
"Glad to Be Unhappy - solo by Leslie Uggams.

Excerpts from "The Mikado" - "Gentlemen from Japan"

"I Am So Proud" - trio by Stan Carlson, Keith Booth and Hubie Hendrie
"My Object All Sublime" - solo by Keith Booth.

French Segment -- "The Night They Invented Champagne"
"A Paris" - accordion solo by Dominick Cortese.
"April in Paris" - solo by Leslie Uggams.
"Paris In the Spring"

Closing Sing Along Segment:
"Cruising Down the River"
"I'm Looking Over a Four Leaf Clover"
"Holy, Holy, Holy."

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NBC-New York, 9/4/63

PREMIERE

September 4, 1963

"MR. NOVAK" PREMIERES WITH DRAMA OF TEACHER'S TASK
IN DRAWING A DROPOUT STUDENT BACK TO CAMPUS

"Mr. Novak," new NBC-TV dramatic series revolving around the daily challenges of a dedicated young high school teacher, premieres Tuesday, Sept. 24 (7:30-8:30 p.m. NYT) with a drama of the teacher's struggle to lure a most unusual dropout back to the campus.

The series stars James Franciscus as the young English teacher, John Novak, and Dean Jagger as the school principal, Albert Vane.

In the premiere episode, titled "First Year, First Day," Mr. Novak's teaching career gets off to a rocky start when the school's outstanding student (guest star Lee Kinsolving) bolts from his class following an argument with the teacher. The student quits school to devote full time to a profitable auto body shop which he ran during Summer vacation -- a decision in which the boy's father concurs.

Novak's unorthodox approach to the problem draws strong criticism from Principal Vane, and the teacher's reputation -- both with the students and the faculty -- hangs in the balance as he fights to resell the youth on the value of education.

(more)

This episode introduces other series regulars -- all faculty members: Steve Franken as Jerry Allen, Marian Collier as Marilyn Scott, Gloria Talbott as Miss Harvey, and Jeanne Bal as Jean Pagano.

Appearing are 1,000 actual students from Los Angeles' John Marshall High School.

PROGRAM HIGHLIGHT--SEPT. 24

MR. NOVAK: "First Year, First Day" -- High school's star pupil drops out after altercation with teacher. (Premiere).

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NBC-New York, 9/4/63

SEASON PREMIERE

September 4, 1963

'DR. KILDARE' STARTS NEW SEASON THURSDAY, SEPT. 26

Dr. Kildare (Richard Chamberlain) Faces Major Decision as He Comples Internship and Starts as Resident at Hospital

Dr. James Kildare (series star Richard Chamberlain) faces a major decision when he finishes his two-year internship and becomes a resident doctor at Blair General Hospital as the "Dr. Kildare" series begins its third season on NBC-TV Thursday, Sept. 26 (8:30-9:30 p.m. EDT). Raymond Massey co-stars as Dr. Leonard Gillespie, chief of staff, and Jean Inness is featured in her regular role of nurse Beatrice Fain.

In the premiere drama, titled "Whoever Heard of a Two-Headed Doll?" Janice Rule and Charles Bronson guest-star as a married couple and Richard Anderson is featured as Dr. Norman Phelps.

Dr. Kildare must decide whether to tell Harry Gregg (Bronson) or his seemingly frivolous wife, Lila (Miss Rule), that Harry is dying from leukemia. Dr. Kildare's task is doubly difficult because Lila is an old friend and the couple are very much in love. Dr. Gillespie's consel and a revelation by Lila help Kildare make his decision.

(more)

Steven Bell is cast as Dr. Quint Lowry, Jud Taylor as Dr. Tom Gerson, David Whorf as Dr. Oscar Bittner, and Charity Grace as Mrs. Zwicker.

This episode was directed by Don Medford and written by Jerry McNeely.

PROGRAM HIGHLIGHT--SEPT. 26

"DR. KILDARE": "Whoever Heard of a Two-Headed Doll?" -- Dr. Kildare faces a difficult first decision as a resident doctor. (Season Premiere).

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NBC-New York, 9/4/63

September 4, 1963

'JFK REPORT' TO FOCUS ON CIVIL RIGHTS, FOREIGN AFFAIRS, AND NATIONAL ECONOMY; ATTORNEY GENERAL KENNEDY AND JAMES MacGREGOR BURNS TO BE INTERVIEWED

NBC News will present a special program, "JFK Report," on Monday, Sept. 9, 10-10:30 p.m. (EDT), a television closeup of the Kennedy administration focusing on the areas of civil rights, foreign affairs and the national economy.

Sander Vanocur, NBC News White House correspondent, who will be the program's anchorman, will query Attorney General Robert F. Kennedy on how Birmingham's civil rights crisis has changed the administration's approach to this issue. Vanocur will also ask the Attorney General how the issue of jobs for Negroes will affect the national economy as well as forthcoming political contests.

James MacGregor Burns, political science professor at Williams College and author of the book "John F. Kennedy - A Political Profile" (written before the President assumed office), will also be on the program. Vanocur will discuss with Burns progress the President has made in major political areas since Burns's appraisal of him as a Senator and a Presidential candidate.

NBC News correspondents Herb Kaplow and Elie Abel will also be on the program. Kaplow will appraise the administration in the area of civil rights. Abel will highlight the administration's

(more)

progress in foreign affairs, including the recent agreement to a nuclear test-ban treaty.

Charles O. Jones, of NBC News' Washington Bureau, will produce and direct the program.

PROGRAM HIGHLIGHT--SEPT. 9

JFK REPORT: NBC News special offers TV closeup of administration, focusing on civil rights, foreign affairs, national economy. Interview guests: Attorney General Kennedy and James MacGregor Burns, political science professor.

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NBC-New York, 9/4/63

CORRECTION, PLEASE

BISHOP COLLEGE HONORING LESLIE UGGAMS WITH SERVICE PIN AND PLAQUE

Leslie Uggams will receive a service pin and plaque -- but not a degree -- from Bishop College in Dallas, Tex., on Sept. 18. (The NBC Daily News Report of 9/3/63 incorrectly said that she would receive a degree.)

The pin and plaque will be presented by Dr. Milton K. Curry Jr., President of Bishop College, at an assembly of the student body.

The 20-year-old star of NBC-TV's "Sing Along with Mitch" is being honored because the college feels that she symbolizes the entire basic purpose of education. Dr. Curry said, "Talent and background in whatever field one aspires are essential, but they are wasted without the hard work of preparation and education in that field."

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CORRECTION FOR 'SUNDAY'

"Sunday," the new NBC News program, will premiere Sunday, Oct. 27 (4-5 p.m., NYT). Press kit material for the series in the NBC Daily News Report of 9/3/63 incorrectly listed the premiere date as Oct. 20.

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NBC-New York, 9/4/63

NBC COLOR TELEVISION NEWS

SEASON PREMIERE

September 4, 1963

SEASON PREMIERE OF 'ANDY WILLIAMS SHOW' TO SPOTLIGHT JANET LEIGH AND ART CARNEY TUESDAY, SEPT. 24

Janet Leigh sings and dances for the first time on television when she appears, along with Art Carney, as a special guest on "The Andy Williams Show," musical-variety color broadcast series returning to the NBC-TV Network Tuesday, Sept. 24 (10-11 p.m. EDT in color).

Another highlight of the season's premiere will be home movies Andy took of his wife and in-laws during his Summer vacation in Paris.

Andy opens the show singing "A Most Unusual Day." This is followed by introduction of his guests and projection of his movies. Then, Andy introduces his new vocal group, the Good Time Singers, and joins them singing "Bury Me."

In his spot, Art Carney plays a lunch wagon proprietor trying to hawk a song to Andy. He sings "I've Got a Cold in My Heart."

During the informal part of the show, the Osmond Brothers, first introduced on the show last season, return with some of their hits.

(more)

For her solo appearance, Miss Leigh sings "Relax," then joins Andy in "Every Stand Up Act Is Sitting Down Today." Andy, Art and Janet then team up on "Tea for Three" to the music of "Tea for Two."

As his closing number, Andy sings "This Is All I Ask."

This show is the first of 12 musical color specials that Andy will present on various Tuesdays during the 1963-64 season. Bob Finkel produces and Bob Henry directs.

PROGRAM HIGHLIGHT--SEPT. 24

THE ANDY WILLIAMS SHOW: Season premiere features Janet Leigh, Art Carney and home movies of Andy's vacation in Paris.

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NBC-New York, 9/4/63

NBC COLOR TELEVISION NEWS

September 4, 1963

"YOU DON'T SAY!"

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Audience-Participation Series on NBC-TV

Tom Kennedy, Southern California television and radio personality is master of ceremonies for "You Don't Say!"-- Monday-through-Friday audience-participation game show with guest celebrities -- telecast in color on the NBC-TV Network (3:30-4 p.m. NYT). Origination point is Burbank, Calif.

"You Don't Say!" is a game based not on what you say, but on what you don't say. Two teams -- each composed of a guest celebrity and a member of the studio audience -- try to guess the names of famous people (living or dead), using incomplete sentences as clues.

Celebrity team members play for one full week and studio audience members play as long as their team continues to win. Non-celebrity winners of each game receive $100 and are given the opportunity to increase their winnings on a "bonus board," where three sentences with clue-words missing at their ends are revealed one at a time. If the contestant guesses correctly after seeing one clue, he wins $300; after two clues, $200, and after three clues, $100.

Bonus names and sentence clues are submitted by home viewers and prizes are awarded to those entries used on the show.

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PRESS DEPARTMENT, NATIONAL BROADCASTING COMPANY, 30 ROCKEFELLER PLAZA, NEW YORK 20, NEW YORK

NBC COLOR TELEVISION NEWS

CREDITS FOR 'YOU DON'T SAY!' ON NBC-TV

Time:	NBC-TV color broadcasts, Monday through Friday, 3:30-4 p.m. NYT.
Format:	Half-hour audience-participation game show in which teams composed of guest celebrities and members of the studio audience participate in guessing the names of famous people, using incomplete sentences as clues. Celebrities will remain on the program for one full week and non-celebrities will play as long as their team continues to win.
Master of ceremonies:	Tom Kennedy
Creators and co-producers:	Ralph Andrews and Bill Yagemann
Director:	Stuart W. Phelps
Announcer:	Jay Stewart
Unit manager:	P. Dean Reed
Makeup:	Claude Thompson
Technical director:	Clair McCoy
Audio:	Art Brearley
Lighting:	Bud Wilkins
Video:	Jerry Smith
Production by	Ralph Andrews and Bill Yagemann in association with Desilu and NBC
Sponsors:	Various
Origination:	NBC Color Studios, Burbank, Calif.
NBC Press representatives:	Doug Gordon (Burbank); Bob Goldwater (New York)

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NBC-New York, 9/4/63

'THE MATCH GAME'

Audience-Participation Show on NBC-TV

"The Match Game" a Goodson-Todman game show in which two teams of players try to match their minds as a poker player matches cards, is presented by NBC-TV Monday through Friday from 4 to 4:25 p.m. NYT.

Gene Rayburn is master of ceremonies and host for the show.

"The Match Game" is played by two opposing teams, made up of three players each -- one celebrity and two teammates selected from the studio audience. Their goal is to match each other's answers to a given question in a category they have chosen.

For example, "The Match Game" panel might be asked to name a President whose likeness appears on a U. S. coin. If all three members of one team answer "Washington" (or "Lincoln," etc.) and only two members of the other team pick a "Jefferson," team No. 1 wins the round.

On one show Gene Rayburn asked the contestants to name a canal. Most of the players replied 'Panama' or 'Suez'-- but one gentleman answered "Guadal-Canal." His team failed to score very high on that particular round. Since the questions have several correct answers, it is a matter of skill for contestants to try to second-guess their teammates by figuring which answers they would be likely to give.

Jean R. Kopelman is the producer of the Goodson-Todman game show, which is directed by James Elson. Questions for the games are prepared by Dick De. Bartolo.

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NBC-New York, 9/4/63

CREDITS FOR 'THE MATCH GAME' ON NBC-TV

Time:	NBC-TV Network, Mondays through Fridays, 4-4:25 p.m. NYT.
Star:	Gene Rayburn
Announcer:	Johnny Olsen
Format:	Audience-participation show (with guest celebrities also participating) in which two teams compete for small cash prizes. Contestants try to second-guess their teammates by matching their answers to quiz questions which have several correct answers. Winning team plays "end" game, endeavoring to match answers with consensus of audience poll, taken before airtime.
Producer:	Jean R. Kopelman
Director:	James Elson
Production coordinator:	Diane Hoffacker
Questions prepared by	Dick De Bartolo
Theme:	"A Swingin' Safari," by Bert Kempfert
Packaged by	Goodson-Todman Productions, Inc.
Origination:	NBC-TV's Studio 8H, New York
Sponsors:	Various
Unit Manager:	Mike Seligman
NBC Press Representatives:	Betty Lanigan (N.Y.); Rolf Gompertz (Burbank).

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NBC-New York, 9/4/63

NBC TELEVISION NETWORK NEWS

September 4, 1963

MAKING ROOM FOR DADDY--AND LAUGHS--ON NBC-TV'S DAYTIME SCHEDULE

"Make Room for Daddy," situation comedy series on NBC-TV, features repeat episodes from the nighttime "Danny Thomas Show" film shows. A "top ten" favorite for years, the nighttime show (on another network) will enter its 11th season this Fall. It has won five Emmy Awards, and a Sylvania Award as "Best TV Comedy Series" shortly after its debut (in September, 1953).

Presented on NBC-TV Mondays through Fridays, at 4:30 p.m. NYT, "Make Room for Daddy" is patterned after comedian Danny Thomas' own career. The filmed series revolves around the heart-warming and often hilarious efforts of big-time nightclub entertainer Danny Williams (played by Danny Thomas) to reconcile his successful show-business career with his duties as head of a household.

Featured performers in the series are Jean Hagen as Danny's wife, Margaret; Sherry Jackson as their daughter, Terry, and Rusty Hamer as their son, Rusty.

Many of Hollywood's top performers also have appeared in the series as guest stars, including Desi Arnaz, Lucille Ball, Tony Bennett, Milton Berle, Peter Lind Hayes, Mary Healy, Bob Hope, Dean Martin, Dinah Shore, Jack Benny and Zsa Zsa Gabor.

Louis F. Edelman is executive producer of "Make Room for Daddy," and Sheldon Leonard is producer-director. The daytime series has been presented on NBC-TV since Oct. 4, 1960.

CREDITS FOR 'MAKE ROOM FOR DADDY' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 4:30-5 p.m. NYT
Star:	Danny Thomas as Danny Williams
Format:	Repeat film episodes of "The Danny Thomas Show," a situation comedy series about an entertainer and his efforts to reconcile his showbusiness career with the duties as head of a household.
Cast:	Jean Hagen as Danny's wife, Margaret; Rusty Hamer as their son, Rusty; Sherry Jackson as their daughter, Terry.
Guest stars:	Various
Executive producer:	Louis E. Edelman
Producer-director:	Sheldon Leonard
Theme song:	"Londonderry Air"
Sponsors:	Various
Starting Date on NBC-TV:	Oct. 4, 1960.
NBC Press representative:	Bob Goldwater (New York)

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NBC-New York, 9/4/63

WIDE RANGE OF STORYLINES UTILIZED FOR 'LORETTA YOUNG THEATRE'

Variety is the theme of "The Loretta Young Theatre," Monday-through-Friday series on NBC-TV (3 to 3:30 p.m. NYT).

The filmed series, which features repeat programs from the nighttime "Loretta Young Show" formerly on NBC-TV, veries each day -- drama, comedy, suspense, human interest, family stories -- with a wide diversity also in setting and period.

Miss Young appears in the majority of stories in her series. Her varied characters may range from "plain Janes" to chic career girls, from a Norwegian farm girl to a glamorous Egyptian queen, from a hip-swinging waitress to a serene nun.

Leading roles opposite Miss Young, and in other stories in which she does not appear, are played by guest stars. Among the top performers seen in the series in recent months are Hugh O'Brian, Eddie Albert, Ricardo Montalban, Craig Stevens, Virginia Mayo, Hume Cronyn, Laraine Day and Gary Merrill.

John London is the producer of "The Loretta Young Theatre," which has been a NBC-TV daytime feature since Feb. 8, 1960.

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NBC-New York, 9/4/63

CREDITS FOR 'THE LORETTA YOUNG THEATRE' ON NBC-TV

Time:	NBC-TV Network, Monday through Friday, 3 to 3:30 p.m. NYT.
Format:	Filmed drama series presenting repeat programs from the nighttime "Loretta Young Show" formerly on NBC-TV. Each half-hour drama is a complete story.
Producer:	John London.
Associate Producer: and Story Editor:	Ruth Roberts
Writers:	Various
Premiere Date:	Feb. 8, 1960
Sponsors:	Various
NBC Press Representatives:	Bob Goldwater, New York, and Bill Faith Burbank.

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NBC-New York, 9/4/63

TRUTH OR CONSEQUENCES TO BE IN COLOR

"Truth or Consequences" which will mark its 10th anniversary as an audience-participation series on the NBC-TV Network, will be telecast in color, Mondays through Fridays, beginning Sept. 30 (12:30-12:55 p.m. EDT). The show debuted on the TV network in 1954, after enjoying 14 popular years on radio. Jack Bailey hosted the program as did Ralph Edwards.

"Truth or Consequences" premiered as a pioneer audience-participation show on radio Aug. 17, 1940, with genial Ralph Edwards as emcee.

In 1956, Ralph Edwards selected Bob Barker to star and emcee the perennial daytime Monday-through-Friday favorite. He's still the star and emcee.

The series' flexible format ranges from sentimental reunions to zany stunts. Bob Barker selects contestants from the audience during the warm-up period prior to show time. Sometimes people are taken to the studio under a ruse to participate in a reunion.

Guest stars are used in addition to persons chosen from the audience to perform in innumerable stunts. Prizes are given to persons who successfully complete the "consequence."

"Truth or Consequences" was the only show to win the Eisenhower Award for selling more than half a billion dollars in "E" bonds during World War II. It has contributed more than 10 million dollars to charity. (more)

In addition to its long history, "Truth or Consequences" is the only radio and television show to have a town named in its honor. On April 1, 1950, Hot Springs, New Mexico, changed its name to Truth or Consequences. Each year since then, Ralph Edwards and the Truth or Consequences staff has returned to the city for the annual Ralph Edwards Fiesta.

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NBC-New York 9/4/63

NBC COLOR TELEVISION NEWS

September 4, 1963

CREDITS FOR 'TRUTH OR CONSEQUENCES' ON NBC-TV

Time:	NBC-TV telecasts (in color starting Sept. 30), Monday through Friday, 12:30-12:55 p.m. NYT.
Format:	Audience-participation program
Star-emcee:	Bob Barker
Executive producer:	Ralph Edwards
Producer:	Ed Bailey
Associate producers:	Charles Lyon and Dresser Dahlstead
Director:	Bob Lehman
Script supervisor:	Marilyn Hohmann
Unit manager:	William S. Palmerston
Secretary:	Muriel Ewing
Announcer:	Charles Lyon
Musical director:	Don Isham
Production:	A Ralph Edwards Production
Origination:	NBC-TV Studios, Burbank
Sponsors:	Various
NBC Press representatives:	George Marakas, Burbank; Betty Lanigan, New York.

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NBC TELEVISION NETWORK NEWS

September 5, 1963

NBC NEWS TV SPECIAL

"AN EXPERIMENT IN EXCELLENCE" TO SPOTLIGHT ADVANCES IN TEACHING TECHNIQUES IN PITTSBURGH SCHOOLS

It will take the average person about a minute to read this story -- approximately 250 words. Today, in Pittsburgh, there is a young man capable of reading 10,000 words in very nearly the same time.

In one of the first NBC News specials of the new season, "An Experiment in Excellence" (Thursday, Sept. 19, 10-11 p.m. EDT), this amazing feat will be spotlighted along with other advances in Pittsburgh's teaching techniques.

Elementary students are studying French, high school groups are learning foreign languages (including Russian) listening individually to taped instruction, and other high school groups are getting college credit in special courses available to them at nearby University of Pittsburgh. A teacher predicts that in a few years speed reading classes will produce students capable of reading 20,000 words a minute.

With narrator Frank McGee of NBC News telling the story, "An Experiment in Excellence" also underscores the importance of the indispensable personal touch of the teacher -- in this instance Miss Elizabeth H. Browne, who retired last June after 45 years of teaching in Pittsburgh elementary schools.

The program is being sponsored by Gulf Oil Company. Robert J. Northshield produced the NBC News special, and Frank DeFelitta directed.

(more)

Fred M. Hechinger, education editor of the New York Times and an acknowledged authority in his field, was consultant.

Pittsburgh was selected as a proving ground of educational techniques, both traditional and modern, based on recommendations of foremost education editors and writers. NBC camera crews shot more than 60,000 feet of sound and silent film in preparing the program.

PROGRAM HIGHLIGHT--SEPT. 19

AN EXPERIMENT IN EXCELLENCE: NBC News special on new techniques in teaching in Pittsburgh public schools.

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NBC-New York, 9/5/63

NBC TELEVISION NETWORK NEWS
September 5, 1963

90-MINUTE VERSION OF 26-PART NBC-TV SERIAL, 'VICTORY AT SEA,' WILL BE REPEATED BY THE NETWORK SATURDAY, DEC. 7

The dramatic 90-minute version of the 26 television programs in NBC-TV's great World War II serial, "Victory at Sea," will be repeated by the network Saturday, Dec. 7 (7:30-9 p.m. EST). "A major work of art... a drama.... a work of the imagination, art of a high order." That's what Pulitzer Prize-winning Bernard De Voto called the "Victory at Sea" series.

Donald B. Hyatt, producer and director of "Project 20," was in charge of the 90-minute adaptation. He was the late Henry Salomon's associate when "Victory at Sea" was first produced. The present program telescopes into one coherent dramatic whole, all the highlights that made the series great. Like the longer version, it sees the war at sea as an overpowering human drama rather than a mere series of naval engagements. The 90-minute "Victory" was first telecast Dec. 3, 1960.

Robert Russell Bennett made a special arrangement of the original Richard Rodgers score for the shorter version, and the music was conducted by him. Richard Hanser, co-author of the original script with the late Henry Salomon, adapted the script for the new version. Alexander Scourby is the narrator. "Victory at Sea" has been called "the granddaddy of all documentaries."

Highlights of the 90-minute version include the Battle of the Atlantic, with the triumph over the Nazi submarine wolf-packs; the

(more)

Battle for Guadalcanal, the first great victory of the U. S. in the South Pacific; the D-Day landing in Normandy; the kamikaze attacks on the American Navy, the most dangerous threat of it in history; the Battle for the Mediterranean, with its spectacular ship-to-ship combat; the liberation of Rome; and a sequence showing damaged planes coming back to crash landings on their carriers.

Though the original has not been on the NBC-TV Network since its first run in 26 weekly half-hour installments in 1952-53, many independent stations over the country have been showing it, some of them again and again. It has been acclaimed overseas in England, Australia, Canada, Mexico, Belgium, Finland, Cuba and Japan. Three LP recordings of the original orchestral score have become best-sellers and a book version has been in steady demand since its publication in 1959. This continuing popularity prompted the "Project 20" unit to bring back "Victory" in a new form.

The original production entailed a two-year search all over the world for combat films and related material in army, navy and air force archives of many nations, as well as in newsreel companies and in private hands. The NBC unit was the first to get any combat film out of Japan after the war. The program incorporated enemy footage from Germany as well as Japan.

From the start, "Victory at Sea" won unprecedented public and critical acclaim. It has won every major prize in the industry, including the Peabody. "This is one of those lasting achievements which we hope we shall be permitted to see again and again in years to come," the Peabody Committee said in its citation.

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NBC-New York, 9/5/63

September 5, 1963

PREMIERE

'REDIGO' SERIES STARTS WITH DRAMA OF MODERN-DAY INDIAN UPRISING

Jim Redigo (series star Richard Egan) narrowly escapes death when a horse falls on him during an Indian uprising, in "Lady War-Bonnet," premiere episode of "Redigo," new NBC-TV series about the contemporary West, Tuesday, Sept. 24 (8:30-9 p.m. NYT).

Angered because local politicians refuse to extend a water pipeline to their parched reservation, the Indians ask their friend and political newcomer Laura McAdams (Mary Murphy) to go to Washington to lobby for their cause. But Laura, suddenly bitter about politics because the strain of campaigning claimed her father's life, declines the offer.

Chief John Talltree (Ed Ames), who feels that Laura, too, has deserted them, leads the Indians in an "attack" against the pipeline construction crew and Redigo is injured.

Roger Davis is featured as Mike, Redigo's youthful sidekick.

This episode was produced by Andy White, directed by Richard Sarafian and written by Don Brinkley.

PROGRAM HIGHLIGHT--SEPT. 24

REDIGO: "Lady War-Bonnet" -- Jim Redigo narrowly misses death during an Indian uprising. (Premiere).

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September 5, 1963

BOB HOPE'S FIRST CHRYSLER SPECIAL OF SEASON SPOTLIGHTS HIS BIG-NAME GUESTS IN SPOOFS ON HOOTENANNIES AND FRENCH TV

A "hootenanny to end all hootenannies" and a taste of what is currently "hot" on French television are highlights of "Chrysler Presents a Bob Hope Special," raising the curtain on the ski-nosed comedian's new weekly variety and drama series Friday, Sept. 27 (NBC-TV Network, 8:30-9:30 p.m. EDT).

Dean Martin, Barbra Streisand, Tuesday Weld, special guest James Garner and Les Brown and his Band of Renown are spotlighted in the first of six variety shows to be interlaced with dramatic productions throughout the 1963-64 season.

On Friday, Oct. 4 "Bob Hope Presents the Chrysler Theatre" color series will debut with Rod Serling's teleplay "A Killing at Sundial" starring Stuart Whitman, Angie Dickinson and Melvyn Douglas.

Hope's comedy revue will open with a monologue that includes his observations of the new TV season plus other current events from home and abroad.

In the setting of Koo-Koo Tech, popular folk singers, the Goat-Grabbers (Hope and Miss Streisand), find themselves on the same bill with competitors, the Surf-Riders (Martin with Stumpy Brown and Butch Stone), in a "no-holds-barred" hootenanny.

Martin returns to sing "The Via Venetta."

In a sample of French TV fare, a psychiatrist (Garner) listens to his disturbed patient (Hope), who confesses he is actually in love with his own wife.

Miss Streisand will sing "Any Place I Hang My Hat Is Home."

(more)

In the "Mr. and Mrs. Television" sketch, video darling Donna Sweet (Miss Weld) and aquanaut adventure star Rip Tide (Hope) ask the question: Can two top TV stars find marital bliss on rival networks?

Featured in the sketches with Hope and guest stars will be Verna Felton, Jesse White and Peter Leeds.

Also appearing will be Francoise Ruggieri, Joy Monroe and Sharon Hillyer. Frank Barton is the announcer.

Jack Shea is director, George Hope is producer and Sil Caranchini is associate producer of the season's first "Chrysler Presents a Bob Hope Special." Advertising agency for Chrysler is Young and Rubicam Inc.

PROGRAM HIGHLIGHT--SEPT. 27

CHRYSLER PRESENTS A BOB HOPE SPECIAL: Hope's season premiere with guest stars Dean Martin, Tuesday Weld, Barbra Streisand, Les Brown and his Band of Renown, and special guest James Garner.

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NBC-New York, 9/5/63

CREDITS FOR 'CHRYSLER PRESENTS A BOB HOPE SPECIAL' ON NBC-TV

Time:	NBC-TV Network, on occasional Fridays 8:30-9:30 p.m. NYT, premiering Sept. 27.
Starring:	Bob Hope
Format:	A series of eight full-hour programs -- six black and white variety shows and two color dramatic productions -- which will be interlaced throughout the season with 26 filmed dramas in color titled "Bob Hope Presents the Chrysler Theatre." Hope will be the star of eight specials and host of the 26 filmed dramas.
Executive Producer:	Bob Hope
Producer:	George Hope
Director:	Jack Shea
Writers:	Mort Lachman and Bill Larkin; John Rapp and Lester White; Charles Lee; Gig Henry; Norman Sullivan
Origination:	NBC Studios, Burbank, Calif.
Sponsor (and agency):	Chrysler Corporation (Young and Rubicam Inc.)
NBC Press Representatives:	Bill Faith, Burbank; Al Cammann, New York

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NBC-New York, 9/5/63

PREMIERE

NBC TELEVISION NETWORK NEWS

'HOLLYWOOD AND THE STARS' STARTS WITH 'THE MAN CALLED BOGART'

"Hollywood and the Stars," NBC-TV's new half-hour documentary series about the film industry and its stars, will premiere Monday, Sept. 30 (9:30-10 p.m. NYT) with "The Man Called Bogart," a tracing of the life of the late Humphrey Bogart.

Joseph Cotten is host-narrator of the series but portions of "The Man Called Bogart" will be narrated by writer-director John Huston, who was one of Bogart's closest friends.

Bogart's professional career will be covered from his first eight-minute short, "Broadway's Like That," to his Academy Award-winning performance in "The African Queen." He will also be seen in film clips from such popular movies as "The Petrified Forest," "The Maltese Falcon," "Casablanca," "To Have and Have Not" and "The Caine Mutiny." Stars appearing with Bogart in the film clips include Katharine Hepburn, Peter Lorre, Sidney Greenstreet, Ingrid Bergman, Leslie Howard and Lauren Bacall, his wife at the time he died.

Glimpses of the late star's personal life, obtained from home movies taken by his friends, include scenes showing him relaxing at home; sailing his yacht, with Miss Bacall during their wedding reception at the home of author Louis Bromfield, and entertaining friends at a Hollywood nightclub.

"The Man Called Bogart" was produced and written by Al Ramrus. Jack Haley Jr., is producer of the series.

PROGRAM HIGHLIGHT--SEPT. 30

HOLLYWOOD AND THE STARS: "The Man Called Bogart" -- Half-hour documentary traces the life of late Humphrey Bogart. (Premiere)

-----o------ NBC-New York, 9/5/63

NBC COLOR TELEVISION NEWS

September 5, 1963

FRENCH URCHINS MATCH WITS WITH TRAIN ROBBERY GANG IN TWO-PART DRAMA OPENING THE THIRD SEASON OF "WALT DISNEY'S WONDERFUL WORLD OF COLOR"

A band of French urchins matches wits with a train robbery gang in "The Horse Without a Head," a two-part comedy-adventure drama which launches the third season of "Walt Disney's Wonderful World of Color," Sundays, Sept. 29 and Oct. 6 (NBC-TV color broadcasts, 7:30-8:30 p.m. EDT).

Jean-Pierre Aumont heads an internationsl cast which includes Herbert Lom, Leo McKern, Pamela Franklin, and Vincent Winter in starring roles.

In Part One (Sept.29), train robbers, led by master crook Schiapa (Lom), devise a scheme to lift 100,000,000 francs from a Paris express. They plan to stage the robbery in the village of Louvigny with the aid of a local scoundrel, Roublot (McKern). The plans begin to bog down when the urchins, led by Marion (Pamela Franklin) and Fernand (Vincent Winter), accidentally become involved. Their speedy rides down the village streets on their wheeled, toy horse (without a head) results in collisions with both the robbers and the police. Kindly Inspector Sinet (Aumont) saves them from police wrath but when horse and rider smash into a crook, trouble looms for the youthful band.

In Part Two (Oct. 6), the robbers are temporarily stymied because the gang members who cashed the loot have been jailed. The

(more)

others do not know where the money is hidden but they believe their cohort dropped a clue -- a key -- into the open neck of the toy horse just before his arrest. When the gang tries several ruses to obtain the horse, and finally "kidnap" it, the youngsters put two-and-two together. In a wild, hilarious showdown, the kids and all the town's dogs combine to battle the crooks in the carnival warehouse.

The cast also includes (in both parts) Peter Vaughan as Sgt. Lamy; Michael Gwynn as Jerome, and Denis Gilmore as Tatave.

Produced by Disney, "The Horse Without a Head" was directed by Don Chaffey from a T.E.B. Clarke teleplay based on a novel by French author Paul Berna.

PROGRAM HIGHLIGHT -- SEPT. 29

WALT DISNEY'S WONDERFUL WORLD OF COLOR: Part One of "The Horse Without a Head" -- French urchins accidentally become embroiled in express train robbery. Jean-Pierre Aumont heads international cast.

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PROGRAM HIGHLIGHT -- OCT. 6

WALT DISNEY'S WONDERFUL WORLD OF COLOR: Part Two of "The Horse Without a Head" -- French youngsters and robber gang vie for headless toy horse which contains clue to the location of 100,000,000 francs in hidden loot.

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NBC-New York, 9/5/63

NBC COLOR TELEVISION NEWS

GUY WILLIAMS JOINING 'BONANZA' IN REGULAR ROLE OF WILL CARTWRIGHT, YOUNGER BROTHER OF BEN

Guy Williams, famous for his starring role in "The Mark of Zorro" TV series, has been signed to a continuing role in NBC-TV's "Bonanza," it was announced today by executive producer David Dortort.

Williams will play Will Cartwright, a younger brother to Ben Cartwright (Lorne Greene), silver-haired patriarch of the Ponderosa. He will appear first in a two-parter to be filmed at Paramount studios beginning Nov. 11.

Williams thus becomes the second actor added to the regular cast for the coming season. Earlier, Kathie Browne was signed for a number of roles that are intended to culminate in her becoming the wife of Adam Cartwright (Pernell Roberts).

In making his announcement, Dortort explained that the regular cast has been strengthened in order to provide a wider range of story material for the show as it enters its fifth year.

Williams is the son of non-showbusiness parents, the late Attilio Catalano, a New York insurance broker, and Clair Catalano, a housewife.

After a modeling career in New York, he went to Hollywood and was placed under contract by Universal-International. This was eventually replaced by a term contract with Walt Disney studios where he made the "Zorro" series. Since then, he has been making motion pictures abroad. ("Bonanza" is telecast in color on NBC-TV Sundays, 9-10 p.m.,NYT. The series' 1963-64 season starts Sept. 15.)

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NBC-New York, 9/5/63

NBC TELEVISION NETWORK NEWS

September 5, 1963

'THE DOCTORS,' DAYTIME SERIES ON NBC-TV, OFFERS A FIVE-PART DRAMA EACH WEEK

A five-part drama, set in the environs of a large metropolitan hospital, is presented each week on NBC-TV's daytime series "The Doctors" (Monday through Friday, 2:30-3 p.m. NYT). Stars are James Pritchett, Ann Williams, Richard Roat and Fred J. Scollay as members of the staff of Hope Hospital. The series was created by Orin Tovrov, who also serves as head writer.

Jerry Layton is producer of "The Doctors" and Herb Kenwith and Paul Lammers alternate as directors of the dramatic series, which originates in NBC-TV's Studio 3B in the RCA Building, New York. Pritchett portrays Chief of Staff Matthew Powers; Miss Williams is seen as Dr. Maggie Fielding, head of the out-patient clinic; Richard Roat stars as internist Dr. Jerry Fielding, and Fred J. Scollay is seen as Chaplain Sam Shafer.

Each week's drama concentrates on a story of one or more hospital patients and effects their illnesses have upon their families and the medical staff of the hospital.

Sponsor of "The Doctors" is the Colgate-Palmolive Company, through Ted Bates & Co. Packager for "The Doctors" is Easterly Productions.

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CREDITS FOR 'THE DOCTORS' ON NBC-TV

Time:	NBC-TV, Mondays through Fridays, 2:30-3 p.m. NYT.
Stars:	James Pritchett, Ann Williams, Richard Roat and Fred J. Scollay.
Format:	A five-part drama each week, set in Hope Hospital "a large metropolitan hospital."
Packaged by	Easterly Productions
Creator and head writer:	Orin Tovrov
Producer:	Jerry Layton
Directors:	Herb Kenwith, Paul Lammers
Writers:	Orin Tovrov, and various
Production assistants:	Elizabeth Blair and Phyllis Finkelstein
Sponsor:	Colgate-Palmolive Company (Ted Bates & Co.)
Unit Manager:	Clem Egolf
Point of Origination:	NBC-TV's Studio 3B, RCA Building, New York.
NBC Press representatives:	Betty Lanigan (N.Y.); Herm Lewis (Burbank)

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NBC-New York, 9/5/63

WILLIAM R. McANDREW

- - -

Executive Vice President in Charge of NBC News

William R. McAndrew, Executive Vice President, in charge of NBC News, pointed out recently that "a shot fired at Concord Bridge in the 1960s might be seen and heard around the world as fast as the speed of sound and light."

"There can be little doubt that the world we live in is far more complicated, technologically, scientifically and politically, than the world of our forefathers," Mr. McAndrew said. "Nevertheless, it is a far less complicated world in many respects.

"We talk to each other more easily and readily; we see each other's images on screens more quickly. The lines of political problems emerge sharper and clearer; the issues dividing nation from nation are more distinguishable; and obstacles to knowing about them have been shorn away."

As the head of NBC News, Mr. McAndrew supervises an organization which is making a major effort to overcome the "obstacles to knowing." His world-wide staff, numbering in the hundreds, produces more than 1,200 hours of informational programming each year, ranging from the early morning "Today" show to evening programs that may deal with anything from Shakespeare to Khrushchev.

Under Mr. McAndrew's guidance, NBC News has undergone a continuing expansion of staff and facilities that started five years ago. Its roster of correspondents and cameramen, permanent and

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part-time, has grown from 400 to 800, and bureaus have been opened in Hong Kong, Buenos Aires, Rio de Janeiro, New Delhi, Leopoldville and Ottawa.

During this same period, NBC News programming has been expanded until today it accounts for about 25 to 30 percent of the NBC-TV Network schedule and amounts to some 100 hours a month. This makes NBC News the nation's largest single supplier of network television programming.

Mr. McAndrew brings to his job a long background of experience at all levels of news gathering and reporting -- as a Washington correspondent, as editor, bureau chief, and for the past 10 years as operating head of NBC News.

In spite of a heavy administration schedule, working on budgetary, personnel and programming matters, Mr. McAndrew keeps a close, hour-by-hour watch on news developments around the world. For major news events, such as a national convention, election or manned space launching, he frequently supervises the coverage from inside the control room itself.

He believes that broadcasting, and television in particular, has contributed to a more widespread interest in current affairs -- as evidenced, for example, by the increasing percentage of voters who go to the polls. He is also convinced that television performs a valuable service by fixing its gaze on a candidate and his qualifications.

"Under the objective lens of a camera, a nominee must be fully accountable for what he says and does," Mr. McAndrew says. "Television thus makes visible a candidate's honesty and sincerity, and

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exposes with equal clarity any sham or pretense. But, while the power of television is great, its function is only to report events, never to shape them."

Mr. McAndrew's career in news dates from his college days at Catholic University in Washington. He worked on the school paper and was a part-time reporter for the Washington Herald, before graduating with an A.B. degree in economics in 1935. His first full-time news job was as a $10-a-week copy boy with United Press. He was soon promoted to reporter and covered the gamut of Washington stories, from kidnapings and murders to Senate hearings on the veterans' bonus and air safety.

Mr. McAndrew remained with UP for two years, then moved to NBC News in Washington as news editor and managing editor of the Esso Reporter radio news program on station WRC. During the next four years he worked at various editorial jobs in the Washington bureau, before he left to serve as executive news editor of Broadcasting Magazine in Washington.

Early in 1942 he became head of the information program of the Board of Economic Warfare. "I was chief for six months," he recalls, "and I had enough of government." He returned immediately to broadcasting, joining ABC in Washington as editor for the late news broadcaster Earl Godwin. In January, 1944, after 18 months with ABC, he returned to NBC News, taking over direction of the Washington news bureau.

In 1948 he was promoted to station manager for the NBC stations in Washington, WRC-TV and WRC, and three years later was

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assigned to New York, where he became Manager of News and Special Events for the NBC Television and Radio Networks. He was named Director of NBC News in 1954, Vice President, NBC News, in 1958, and Executive Vice President in charge of NBC News in 1960.

Mr. McAndrew was recently invested as a Knight of Malta, one of the highest honors bestowed on Roman Catholic laymen. His investiture in the select order was conducted by Francis Cardinal Spellman, Archbishop of New York, in St. Patrick's Cathedral.

Mr. McAndrew and his wife, the former Irene Byrne, live in Bronxville, N. Y., with their children, Mary, 17; and William Jr., 11. A married daughter, Mrs. John J. Prendergast, lives in Alexandria, Va.

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NBC-New York, 9/5/63

JULIAN GOODMAN

- - -

Vice President, NBC News

Julian Goodman, Vice President, NBC News, believes that there are three main requirements for the fully competent radio and television news reporter.

"He must be able, first, to cover a story as it occurs, and be able to separate what is important from what is not; second, to come back to a typewriter and write it in such a way that the facts will be clear to those who hear them; and, third, to broadcast these words on the air in such a way that people want to listen to them," Mr. Goodman says.

"There is no real shortage of reporters who are able to do one of these things, or sometimes two, but those who are able to do all three are rare and we are constantly on the lookout for them."

During his 18 years in the field of broadcast journalism most of them as a producer and administrator, Mr. Goodman has helped bring along many of the relative handful of television and radio reporters who meet this test of professionalism.

He has also played a major role in the build-up of broadcast news coverage in recent years. He participated, for example in the development of the concept of the "instant special" -- a program covering a fast-breaking news event within hours of its occurrence, usually on the evening of the day it takes place.

Mr. Goodman took part in developing another pioneering concept -- the "electronic news service." For this service, NBC News uses network lines to transmit film coverage of world and national events

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to affiliated stations around the country, which tape the coverage for use on their own news programs.

Mr. Goodman's activities at NBC News range across the entire world-wide operation of this leading broadcast news organization. In the course of a day, he may move film crews from one world trouble spot to another, schedule a nighttime news documentary and work on plans calling for a special election staff numbering in the thousands.

In 1960, Mr. Goodman assisted William R. McAndrew, Executive Vice President, NBC News, in the supervision of NBC's convention and election coverage, which won virtually unanimous critical acclaim and drew the major share of the nation's viewing audience. During the campaign, he produced the Oct. 7 broadcast of "The Great Debate" between Presidential candidates John F. Kennedy and Richard M. Nixon -- second in the series of four history-making debates which have been credited as a major factor in the record turnout of voters on Election Day.

In his 14 years as a broadcast newsman in Washington, Mr. Goodman took a leading part in extending television and radio coverage to important news-making areas in the nation's capital. He obtained permission, for example, for the first live broadcast of a Congressional committee hearing -- one in which Secretary of State Dean Acheson testified on Greek-Turkish aid. He also helped open the way for the first filming of a Presidential news conference in 1955.

Since his assignment to New York in 1959, Mr. Goodman has worked on the continuing expansion of special news and public affairs programming on the NBC-TV Network -- an effort that has resulted in an increase of more than 100 per cent for such programs in the past two years.

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He has supervised such specials as the "Journey to Understanding" series covering the travels of President Eisenhower and Soviet Premier Khrushchev, the new "JFK" series reporting periodically on the Kennedy administration, the "Breakthrough" series of medical programs and many others.

He has produced such programs for NBC-TV as "Comment," "Ask Washington" and "Report from Alabama" (for which he won a Robert E. Sherwood Award). He has directed news coverage for NBC-TV's "Today" and "Outlook," and NBC Radio's "Nightline," "Monitor," "News of the World" and "News on the Hour."

Goodman was born in Glasgow, Ky., May 1, 1922. He attended Western Kentucky State College and left before graduation for the Army in 1943. He received a medical discharge from the service and, after a brief stint on the three-nation (U.S., Canada and Great Britain) Products Resources Board in Washington, D. C., went on to George Washington University for his B.A. degree.

He joined NBC station WRC in Washington as a newswriter in the Summer of 1945. He was later appointed Washington editor of "News of the World," then Manager of News and Special Events for the NBC Radio Network. In August, 1951, he took over the equivalent post for television, and retained and combined jobs when NBC's radio and television news departments were merged.

Mr. Goodman then became Manager of News and Special Events for NBC Washington and was named NBC's Director of News and Public Affairs in July, 1959, moving to New York, and heading a new NBC unit of expanded special programming in the area of news and public affairs. He was appointed Vice President, NBC News, in January, 1961.

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He and his wife, the former Betty Davis of Dawson Springs, Ky. and their four children -- Julie, 13; John, 11; Jeffrey, 7, and Greg, six months -- live in Larchmont, N.Y., and are former residents of Arlington, Va.

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NBC-New York, 9/5/63

JACK TRACY
ROOM 320

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

EXECUTIVES REPRESENTING 203 TV AND 192 RADIO AFFILIATES OF NBC WILL HOLD THEIR ANNUAL CONVENTIONS IN LOS ANGELES DEC. 2 AND 3

FOR RELEASE MONDAY A.M., SEPT. 9

Executives representing the 203 television affiliates and 192 radio affiliates of the National Broadcasting Company will hold their annual conventions at the Beverly-Hilton Hotel, Los Angeles, Dec. 2 and 3, it was announced today by Tom Knode, Vice President, NBC Station Relations.

Mr. Knode said the NBC radio affiliates would meet on Monday, Dec. 2, and the television affiliates on Tuesday, Dec. 3.

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will address the radio and television affiliates at the annual joint convention luncheon on Tuesday. Robert E. Kintner, President of the National Broadcasting Company, will speak at both meetings.

Other highlights of the NBC affiliates' conventions include:

A comprehensive presentation to the radio network affiliates by William K. McDaniel, Executive Vice President in charge of the NBC Radio Network.

A detailed program and sales presentation by the NBC Television Network to the television affiliates on Tuesday.

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The annual convention will conclude with a dinner and entertainment Tuesday evening. Bob Finkel, producer of NBC-TV's Emmy-winning "Andy Williams Show," will produce the entertainment program for the convention.

The annual opening reception for all convention delegates will be held in the Beverly-Hilton Hotel on Sunday evening, Dec. 1.

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NBC-New York, 9/6/63

I THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

LAWRENCE K. GROSSMAN, ROBERT D. KASMIRE
AND MERRYLE S. RUKEYSER JR. ELECTED
VICE PRESIDENTS OF NBC

FOR RELEASE MONDAY A.M., SEPT. 9

The election of Lawrence K. Grossman, Robert D. Kasmire and Merryle S. Rukeyser Jr. as Vice Presidents of the National Broadcasting Company was announced today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

Mr. Grossman, who becomes Vice President, Advertising, joined NBC in August, 1962, after six years as a key executive in the Advertising and Sales Promotion Department at the CBS Television Network. Before that he was an executive in the Promotion Department of Look Magazine.

Mr. Grossman was graduated from Columbia College in 1952, and was elected Phi Beta Kappa there. He also attended Harvard Law School. He lives in Westport, Conn., with his wife, the former Alberta Nevler, and their three children, Susan, Jennifer and Caroline.

Mr. Kasmire, now Vice President, Corporate Information, for NBC, joined the company in 1959 as Coordinator, Special Projects, in the company's Corporate Planning Department. A year later he was appointed Coordinator, Corporate Information, and in 1962, was named Director, Corporate Information.

Before joining NBC, he was Assistant to the Secretary to former Governor W. Averell Harriman of New York for two years and, before that, Director of Business Publicity for the New York State Department of Commerce for one year. He went to the state capital in

June, 1953, as a reporter and editor in the Albany bureau of the Associated Press after working, in turn, as a reporter for the Meriden (Conn.) Record and Providence (R.I.) Journal, and in the news department of Station WJAR-TV in Providence, an NBC-TV Network affiliate.

Mr. Kasmire is a native of New Bedford, Mass. He was graduated from Brown University in 1951. He is married to the former Angela Viggiani and lives in New York City.

Mr. Rukeyser becomes Vice President, Press and Publicity, for NBC. Previously, he had been Director, Press and Publicity, since July, 1963, and Director, Program Publicity, since September, 1962.

In January, 1958, Mr. Rukeyser joined the NBC Press Department as a staff writer. A year later he was named Press Editor, News and Public Affairs, and in April, 1959, Manager, Business and Trade Publicity. In January, 1962, he was named Director, News Information, Washington.

Before joining NBC, Mr. Rukeyser was a television publicist with Young & Rubicam Inc. Earlier, he was a reporter for the Albany (N. Y.) Times-Union and International News Service.

Mr. Rukeyser is an alumnus of the University of Virginia and is married to the former Diana Wilkinson of Sydney, Australia. They live in New York City.

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NBC-New York, 9/6/63

SEN. GOLDWATER AND GOV. ROCKEFELLER INTERVIEWED ON 'THE LOYAL OPPOSITION,' NBC NEWS SPECIAL

FOR RELEASE MONDAY A.M., SEPT. 9

Senator Barry Goldwater (R.-Ariz.) and New York's Governor Nelson A. Rockefeller will be interviewed on a special NBC News program, "The Loyal Opposition," Monday, Sept. 16 (10-10:30 p.m. EDT).

Ray Scherer, NBC News' Congressional correspondent, will be anchorman. The program will examine party leadership as the GOP prepares for its national convention and the elections in 1964.

The interviews with Senator Goldwater and Governor Rockefeller were filmed during appearances the two leaders made in separate swings through the Midwest.

Other elements of Republican leadership will be considered during the program, particularly Governors George W. Romney of Michigan and William W. Scranton of Pennsylvania, and Senate Minority Leader Everett M. Dirksen of Illinois and House Minority Leader Charles A. Halleck of Indiana.

Robert Asman, NBC News in Washington, is producer of the program.

PROGRAM HIGHLIGHT--SEPT. 16

THE LOYAL OPPOSITION: NBC News special examines GOP leadership as party prepares for 1964. Sen. Goldwater and Gov. Rockefeller are interviewed.

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GORDON OLIVER ENGAGED AS PRODUCER OF "PROFILES IN COURAGE," NBC-TV SERIES BASED ON PRESIDENT KENNEDY'S BOOK

FOR RELEASE MONDAY A.M., SEPT. 9

Gordon Oliver has been engaged as producer of the forthcoming NBC Television Network series, "Profiles in Courage," based on the Pulitzer Prize-winning book by President John F. Kennedy, it was announced today by Robert Saudek, executive producer of the series.

Mr. Oliver will supervise the production at the newly established Hollywood offices of Robert Saudek Associates. A veteran television producer, he served recently as an executive in the production of "Four Star Playhouse."

On being appointed producer of "Profiles in Courage," Mr. Oliver postponed activity in his own production company where he has been developing new properties.

"Profiles in Courage" will be filmed at the Desilu Studios in Hollywood and broadcast over the NBC-TV Network as a series of 26 one-hour programs drawn from President Kennedy's volume of biographies of men of courage in American history. It will be broadcast commencing after the national elections in November, 1964. Professor Allan Nevins is serving as historical consultant for the series, as he did for the original book.

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NBC TELEVISION NETWORK NEWS

September 6, 1963

'DU PONT SHOW OF THE WEEK' FALL LINE-UP OUTLINED ON SPECIAL CLOSED CIRCUIT PRESS PREVIEW

A dramatic script by Academy Award-winner Horton Foote, plans for a serious teleplay starring comedian Milton Berle, and the study of a "Saint" in Harlem are among plans announced by the producers of NBC-TV's "Du Pont Show of the Week" during a special closed circuit press preview today sent to 181 NBC affiliated stations through the country who invited local television editors to the telecast.

(The "Du Pont Show of the Week" is starting its third NBC-TV season Sunday, Sept. 15 and will be telecast in its established time-period 10-11 p.m. NYT.)

Host of the closed circuit was Mort Werner, Vice President, Programs, NBC-TV Network, who stressed the variety of entertainment to be presented this season on the "Du Pont Show of the Week" when introducing production executives David Susskind, Irving Gitlin, and Philip Barry Jr.

Susskind, who will produce seven original comedies and dramas announced that among the writers preparing scripts for his production is Horton Foote, the pioneer television writer, who last year won an Oscar for the movie "To Kill a Mockingbird." Foote's script, a comedy, is titled "The Gambling Heart." It will be presented later this Fall. Susskind also introduced two scenes from another comedy already on tape, "The Bachelor Game." Written by Irving Gaynor Neiman, it stars Barry Nelson, and will be shown Sunday, Sept. 29.

(more)

A five-minute clip from a story presently being filmed in New York by an NBC camera crew was introduced by Irving Gitlin, Executive Producer of Creative Projects, NBC News. "We call this an 'actuality drama,'" explained Gitlin. "It is the story of a youth worker who can truly be described as 'The Saint of 111th Street" in East Harlem. Gitlin also previewed scenes from a very different documentary, the story of a Miss America contestant, which will be broadcast Nov. 17.

Philip Barry Jr. producer of seven original dramas with Franklin Schaffner and Fielder Cook, announced several serious dramatic programs during the Fall season for the "Show of the Week." In outlining their plans, Barry announced that one serious teleplay will star comedian Milton Berle.

Barry also introduced scenes from two shows already taped stressing again the top-name talent employed. The "Show of the Week's" premiere, Sept. 15, is the work of Ernest Kinoy, titled "The Last Hangman," and stars Oscar-winner Ed Begley. "The Takers," which will be presented Oct. 13 was written by noted English dramatist, Jacques Gillies with a cast including Claude Rains, Walter Matthau and Shirley Knight.

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NBC-New York, 9/6/63

I THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

NBC NEWS SPECIAL, 'BREAKTHROUGH: HEART AND ARTERY SURGERY,'
IS ONLY NETWORK WINNER OF A 1963 HOWARD W. BLAKESLEE AWARD
TO BE PRESENTED BY THE AMERICAN HEART ASSOCIATION

FOR RELEASE MONDAY A.M., SEPT. 9

"Breakthrough: Heart and Artery Surgery," a special NBC News TV program, has been named the only network winner of a 1963 Howard W. Blakeslee Award presented by the American Heart Association.

The award, bestowed for "outstanding reporting on diseases of the heart and blood vessels," will be presented Saturday, Oct. 26 in Los Angeles, during the Heart Association's five-day annual meeting and scientific sessions in that city. The presentations will be made by Dr. James V. Warren, president of the association, at a luncheon in the Biltimore Hotel.

The award was established 11 years ago to memorialize Howard W. Blakeslee, science editor of the Associated Press. Winners are selected for "creative efforts in any medium of mass communication which are judged to have contributed most to public understanding of progress in research, and in the prevention, care and treatment of heart and circulatory diseases."

"Breakthrough: Heart and Artery Surgery," telecast on the NBC-TV Network April 23, 1962, was a full-hour special showing four major operations in four different cities to illustrate dramatic new advances in life-saving surgery. The program was produced by Lou Hazam and written and researched by Leonard Engel. Charles Christensen was associate producer and director.

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Department, Room 320

NBC COLOR TELEVISION NEWS

September 6, 1963

PREMIERE

'G-E COLLEGE BOWL' STARTS ON NBC-TV NETWORK AS SUNDAY COLOR SERIES WITH TEMPLE U. (BIDDING FOR CHAMP TITLE) FACING U. OF CALIFORNIA

Temple University (Philadelphia), will bid for its fifth consecutive victory and the coveted title of "Retired Undefeated Champions" when it meets the University of California (Santa Barbara) on "G-E College Bowl," which starts as a live weekly color series on NBC-TV Sunday, Sept. 22 (5:30-6 p.m. EDT).

Robert Earle is moderator of "G-E College Bowl," the fast-moving informational-educational program, which starts its sixth TV season when it begins on NBC-TV. Earle directs questions to opposing teams of college students, who compete for student scholarship grants made to the schools they represent by the sponsor, the General Electric Company.

The Temple team returns to the show after scoring four consecutive victories during the final broadcasts of the series last season. According to the rules of the contest, two teams of four students each compete against one another. The winning team receives a $1,500 scholarship grant and the runner-up receives $500.

The winning team then returns the next week to face another school. Five consecutive victories are the maximum any school may win. The earnings from this come to $7,500 plus a $1,500 bonus, for a total of

(more)

$9,000 and the title of "Retired Undefeated Champions." In the five-year history of the series only 10 of the 179 competing schools have won this signal honor.

"G-E College Bowl" is produced by John Cleary and directed by Lamar Caselli. Shirley Lavine is associate producer and Nancy Fobes is editorial supervisor. The agency for the sponsor is Maxon Inc.

PROGRAM HIGHLIGHT -- SEPT. 22

G-E COLLEGE BOWL: Temple University, in bid for fifth victory, competes with the University of California on NBC-TV premiere.

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NBC-New York, 9/6/63

NBC COLOR TELEVISION NEWS

September 6, 1963

PEOPLE WILL TALK

- - -

Audience-Participation Series on NBC-TV

"People Will Talk," the audience-participation game show, is telecast in color on the NBC Television Network Mondays through Fridays (2-2:25 p.m. NYT).

Combining man-on-the-street interviews with a debate format, "People Will Talk" utilizes contestants' judgment of human nature to win cash and merchandise prizes.

Each game opens with the show's roving reporter conducting a filmed interview with a contestant on a question requiring a yes-or-no answer. (For example, "Should bald men wear toupees?") The contestant states his position and then is brought to the studio, to debate the issue with a person holding the opposite viewpoint, while emcee Dennis James moderates. (James is also a regular panelist on NBC-TV's "Your First Impression").

A panel of 15 judges then votes individually for the winner. The votes are recorded electronically but are not revealed. The contestants, in turn, look over the panel and attempt to select a judge whose opinion, they hope, will agree with their own.

Each time a contestant calls out a judge's number (from 1-15), the vote which the judge previously made is indicated on a lighted board. If the vote agrees with the contestant making the selection,

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the contestant is awarded $25. On the other hand, if the judge votes against him, the contestant's opponent is given $25. The first person to win $100 is declared the winner, awarded a merchandise prize and invited to return at a later date as a contestant on a new subject. After the game, each of the judges' votes is revealed and the total yes-or-no vote is recorded.

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NBC-New York, 9/6/63

JACK TRACY
ROOM 320

2-X-H

MONITOR

THE NBC WEEK-END RADIO SERVICE

September 9, 1963

LIST OF MAJOR STARS ON NBC RADIO'S "MONITOR" EXPANDED WITH ADDITION OF BARRY NELSON, JAMES DALY AND VIC DAMONE (WITH 'LIVELY ONES')

Major stars come to NBC Radio's "Monitor" this Fall as "Monitor 63" expands to include the weekly services of Barry Nelson, James Daly, and Vic Damone and "The Lively Ones."

Beginning Oct. 6, the hosts to be heard on the "Monitor Beacon" will be Hollywood and Broadway star, David Wayne, Saturdays, 9 a.m. to 12 noon NYT; Barry Nelson (soon to be seen on screen in "Mary, Mary," re-creating the role he played on Broadway), Saturdays, 3 to 6 p.m. NYT; Gene Rayburn (star of NBC-TV's "Match Game"), Saturdays, 7:30 to 10:30 p.m. NYT; James Daly (soon to be seen on Broadway in "The Advocate"), Sundays, 3 to 6 p.m. NYT; and NBC Newsman Frank McGee, Sundays, 7 to 10 p.m. NYT.

Launching the all new "Monitor" for Fall is "The Lively Ones" which debuts Sept. 28. Hosted by Vic Damone, who is also host of NBC-TV's Summer series of the same name, "The Lively Ones" will be heard on Saturdays and Sundays in eight five-minute swinging segments. Sponsoring the series is the Ford Division of the Ford Motor Company through the J. Walter Thompson Company agency.

Other prominent performers to be heard regularly on "Monitor" are Selma Diamond, Jonathan Winters, Nichols and May, Al Kelly and

(more)

Ethel and Albert -- all on "Monitor Comedy Time." Basil Rathbone will continue to read the classics in poetry and prose on "Monitor Theatre Time."

Mel Allen, Joe Garagiola, Lindsey Nelson, Curt Gowdy and Len Dillon will provide on-the-spot sport coverage from all over the United States. Ted Webb's "Sport of Speed" will travel the nation's speedways to report on sports car racing. Keith Morris continues to talk with leading entertainment personalities on "Celebrity Sports."

The famous "Monitor "interviews," which have numbered into the thousands during "Monitor's" eight-year-plus history, will be conducted by such persons as Jim Lowe, Pat Fontaine, Ed McMahon and Ed Newman.

Comprehensive news coverage, the integral part of "Monitor" will be provided by "Ring Around the World" and "Monitor at the Moment."

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NBC-New York, 9/9/63

September 9, 1963

NBC SPECIAL PROJECTS
- - -
Creative Entertainment Programs on NBC-TV

NBC Special Projects, organized with Donald B. Hyatt a manager in July, 1957, was designed to step up the network's creative planning and production in "entertainment programming in the broad public interest." In 1958, Hyatt was named its director.

From Special Projects come the continuing "Project 20" programs, many of them dealing with major events and fermenting forces that have acted upon 20th Century man.

New "Project 20" shows in 1963-64 will include "That War in Korea," a 90-minute special to be telecast Wednesday, Nov. 20 (7:30-9 p.m., NYT); "Red, White and Blue," an hour-long portrait of American patriotism, to be telecast in late June or early July of 1964; and "Law and the Prophets," a half-hour color program dealing with the Old Testament and utilizing masterpieces of painting in the manner of "The Coming of Christ" and "He Is Risen," two earlier "Project 20" programs.

Donald B. Hyatt is producer-director of the "Project 20" productions. Richard Hanser writes the scripts, and Robert Russell Bennett composes and directs the orchestral scores. Daniel W. Jones is head of research, and Silvio D'Alisera is film editor. Robert Garthwaite is associate producer.

The "Project 20" unit was created in the Spring of 1954 with the late Henry Salomon as producer, and Hyatt as assistant producer. After Salomon's death in 1958, Hyatt was appointed its producer-director.

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To date, "Project 20" has, among other things, provided a picture-word-and-music panorama of America with programs that include, chronologically, "Meet Mr. Lincoln," "The Real West," "Mark Twain's America," "The Innocent Years" (1900-1917), "The Great War" (1914-1919), "The Story of Will Rogers," "The Jazz Age" (1919-1929), "Life in the Thirties" (1929-1939), and "Not So Long Ago" (1945-1950). It will be followed by "That War in Korea" (1950-1953).

Other notable "Project 20" events were "Three, Two, One -- Zero" (the coming of the Atomic Age), "Nightmare in Red" (the rise of Communism inside Russia), "The Twisted Cross" (the rise and fall of Adolf Hitler), "Call to Freedom" (the struggle for national independence as exemplified by modern Austria), "Laughter, U.S.A.," "Circus" and "Cops and Robbers." A 90-minute version of "Victory at Sea," the 26-episode Naval history of World War II, was telecast as a "Project 20" special in December, 1960. It will be repeated Saturday, Dec. 7 (7:30-9 p.m. EST).

In addition to the "Project 20" productions, NBC Special Projects has turned out many other notable programs that have found favor with public and critics. These have included the "World of ---" series of in-depth portraits of famous personalities; the "America's Music" series of full-hour entertainments examining in new ways the nation's tuneful musical heritage; and the "Wisdom" series of conversations with eminent 20th century sages.

Other special features were "The Ordeal of Woodrow Wilson," written and narrated on-camera by former President Herbert Hoover, and

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"Eisenhower on Lincoln as Commander-in-Chief," as well as "U. S. Grant, An Improbable Hero" and "Lee the Virginian," its companion piece.

Perhaps the most honored among all TV enterprises, NBC's "Project 20" and Special Projects programs have won 33 major awards, including the Peabody, the Emmy, the Robert J. Flaherty, the Freedoms Foundation, the Sylvania, the Ohio State, the Christopher, the Robert E. Sherwood, the Navy Distinguished Service Award, and citations from many international film festivals, Edinburgh and Venice among them.

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NBC-New York, 9/9/63

NBC-TV NETWORK COLOR BROADCAST SCHEDULE
For October, 1963
Oct. 1 - 26 (Eastern Daylight Time)
Oct. 27 - 31 (Eastern Standard Time)

NBC will televise the 1963 World Series baseball games in color. The series of four to seven games is expected to start Wed. Oct. 2. Game dates and starting times will be announced. Regularly scheduled color programs which fall within World Series coverage time periods will be preempted.

MONDAYS THROUGH FRIDAYS

10-10:25 a.m. -- "Say When" (in color through Oct. 4 only)

10:30-11 a.m. -- "Merv Griffin's Word for Word"

11:30 a.m.-12 noon -- "Missing Links"

12 Noon-12:30 p.m. -- "Your First Impression"

12:30-12:55 p.m. -- "Truth or Consequences"

2-2:25 p.m. -- "People Will Talk"

3:30-4 p.m. -- "You Don't Say!"

11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson"

Tuesday, Oct. 1

10-11 p.m. -- "Apollo: A Journey to the Moon"

Wednesday, Oct. 2

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 3

9:30-10 p.m. -- "Hazel"

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Friday, Oct. 4

7:30-8:30 p.m. -- "International Showtime" - The Tokyo Spectacular

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre" (Premiere)

10-11 p.m. -- "The Jack Paar Program"

Saturday, Oct. 5

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show" (Premiere)

12:30-1 p.m. -- "The Bullwinkle Show" (Season premiere)

8:30-9 p.m. -- "The Joey Bishop Show"

9-11 p.m. -- "Saturday Night at the Movies"

Sunday, Oct. 6

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, Oct. 7

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Oct. 8

10-11 p.m. -- "Bell Telephone Hour" (Season Premiere)

Wednesday, Oct. 9

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 10

9:30-10 p.m. --"Hazel"

10-11 p.m. -- "Kraft Suspense Theatre" (Premiere)

Friday, Oct. 11

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

(more)

3 - NBC-TV Network October Color Schedule

Saturday, Oct. 12

9:30-10 a.m. -- "The Ruff'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring" (Season premiere)

8:30-9 p.m. -- "The Joey Bishop Show"

Sunday, Oct. 13

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

10-11 p.m. -- "Du Pont Show of the Week"

Monday, Oct. 14

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Oct. 15

10-11 p.m. -- "The Andy Williams Show"

Wednesday, Oct. 16

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 17

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

Friday, Oct. 18

8:30-9:30 p.m. -- "Bob Hope Presents the Chrysler Theatre"

10-11 p.m. -- "The Jack Paar Program"

(more)

Saturday, Oct. 19

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

9 p.m.-to conclusion -- "Saturday Night at the Movies"

Sunday, Oct. 20

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom" (Premiere)

5:30-6 p.m. -- "G-E College Bowl"

6-7:30 p.m. -- "Hallmark Hall of Fame" - "The Tempest"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, Oct. 21

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Oct. 22

10-11 p.m. -- "Bell Telephone Hour"

Wednesday, Oct. 23

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 24

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Mystery Theatre"

Friday, Oct. 25

10-11 p.m. -- "The Jack Paar Program"

(more)

5 - NBC-TV Network October Color Schedule

Saturday, Oct. 26

9:30-10 a.m. -- "The Ruff 'n' Reddy Show"

10-10:30 a.m. -- "The Hector Heathcote Show"

12:30-1 p.m. -- "The Bullwinkle Show"

1-2 p.m. -- "Exploring"

8:30-9 p.m. -- "The Joey Bishop Show"

Sunday, Oct. 27

3-4 p.m. -- NBC News Encore - "Vincent Van Gogh: A Self Portrait"

5-5:30 p.m. -- "Mutual of Omaha's Wild Kingdom"

5:30-6 p.m. -- "G-E College Bowl"

6-6:30 p.m. -- "Meet the Press"

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color"

9-10 p.m. -- "Bonanza"

Monday, Oct. 28

7:30-9:30 p.m. -- "Monday Night at the Movies"

10-11 p.m. -- "Sing Along with Mitch"

Tuesday, Oct. 29

10-11 p.m. -- "The Andy Williams Show"

Wednesday, Oct. 30

7:30-9 p.m. -- "The Virginian"

Thursday, Oct. 31

9:30-10 p.m. -- "Hazel"

10-11 p.m. -- "Kraft Suspense Theatre"

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NBC-New York, 9/9/63

JACK TRACY
ROOM 320

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NBC TRADE NEWS

September 10, 1963

GEORGIA-PACIFIC CORP. PURCHASES SPONSORSHIP
IN 'THE LOYAL OPPOSITION,' NBC NEWS SPECIAL

Georgia-Pacific Corp. has purchased sponsorship in "The Loyal Opposition," an NBC News TV special that will examine the Republican Party as it prepares for the 1964 election, it was announced today by Don Durgin, Vice President, Television Network Sales, NBC.

The program will be televised Monday, Sept. 16 (10-10:30 p.m. EDT) with Ray Scherer, NBC News' Congressional correspondent, as anchorman. Filmed interviews with two GOP leaders, Senator Barry Goldwater and New York's Governor Nelson Rockefeller, will be included in the program.

The Georgia-Pacific order was placed through McCann-Marschalk Company Inc.

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NBC TELEVISION NETWORK NEWS

September 10, 1963

SEASON PREMIERE

'THE ELEVENTH HOUR' STARTS SEASON WITH RALPH BELLAMY IN SERIES' NEW PSYCHIATRIST ROLE AND JACK GING CONTINUING AS PSYCHOLOGIST

- - -

Four Guest Stars in Premiere Drama Dealing with Infidelity

Ralph Bellamy debuts in the new starring role of Dr. L. Richard Starke, psychiatrist, when NBC-TV's "The Eleventh Hour" series begins its second season Wednesday, Oct. 2 (10-11 p.m. EDT). Jack Ging returns in his co-starring role of Dr. Paul Graham, psychologist.

The premiere episode of the 1963-64 weekly series, entitled "Cold Hands, Warm Heart," features guest stars Lola Albright, Kevin McCarthy, Preston Foster and Anne Seymour. The original drama, written by Theodore Apstein and directed by John Newland, deals with problems of frigidity and infidelity.

Lillian Marnell (Miss Albright) discovers that her husband Jim (McCarthy) has been unfaithful. She suffers sudden physical pain and her physician refers her to Dr. Starke (Bellamy). The psychiatrist tells her that Jim's conduct can be traced to her own unresolved problem of frigidity. Lillian's self-investigation leads to the reluctant realization that the attitudes of her estranged parents (portrayed by Foster and Miss Seymour) have affected her psychologically.

PROGRAM HIGHLIGHT -- OCT. 2

THE ELEVENTH HOUR: "Cold Hands, Warm Heart" -- a story of infidelity.

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1 THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 10, 1963

NBC NEWSMEN ABROAD WILL RETURN TO U.S. AT YEAR'S END
FOR TOUR TO SPEAK ON AMERICAN POLICY IN THEIR AREAS

A group of NBC News correspondents stationed overseas will return to the United States at the end of the year, for a tour of nine cities to report on U.S. policy in the countries where they are assigned.

The correspondents will speak in Pittsburgh, Detroit, Chicago, Philadelphia, New York, New Orleans, Los Angeles, Boston and Washington. Following is the schedule:

Jan. 3, 1964 -- Foreign Policy Association, Pittsburgh.
Jan. 6 -- Economic Club of Detroit, Detroit.
Jan. 7 -- Executives Club of Chicago, Chicago.
Jan. 8 -- World Affairs Council, Philadelphia.
Jan. 9 -- Foreign Policy Association, New York.
Jan. 10 -- Foreign Relations Association, New Orleans.
Jan. 13 -- The Modern Forum, Los Angeles.
Jan. 15 -- World Affairs Council, Boston.
Jan. 16 -- National Press Club, Washington.

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THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 11, 1963

ROBERT W. SARNOFF TO DISCUSS 'INDUSTRY AND REVOLUTION OF CHANGE' BEFORE TOP CORPORATION LEADERS OF DETROIT

Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, will discuss "Industry and the Revolution of Change" before the top corporation leaders of Detroit, Mich., on Monday, Sept. 16.

The occasion is the annual dinner of the Torch Drive Corporate Leadership division in Detroit's Cobo Hall. More than 600 industrialists and business leaders are expected to attend.

Mr. Sarnoff will discuss the challenge posed to business management by the unprecedented rate of technological, social and economic change in the present era, and comment on the impact of electronic things to come.

Edwin D. O'Leary, Vice President, Personnel and Organization, Ford Motor Co., who is 1963 Torch Drive co-chairman for Corporate Leadership, will preside at the dinner meeting. Other speakers will include Torch Drive General Chairman Edward N. Cole, group Vice President in charge of Car and Truck Divisions, General Motors Corp., and Norman Matthews, special assistant to the President of the International Union UAW and Torch Drive co-chairman for Labor Participation. Mr. Cole served as co-chairman for Corporate Leadership in the 1962 Torch Drive.

A reception for Mr. Sarnoff will be held at 6 p.m., followed by the dinner at 6:45 p.m.

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THE NATIONAL BROADCASTING COMPANY
ockefeller Plaza, New York 20, N. Y.

PRESIDENT KENNEDY PRESENTS CONGRESSIONAL GOLD MEDAL
TO NBC STAR BOB HOPE AT WHITE HOUSE CEREMONY

WASHINGTON, D. C., Sept. 11 -- President Kennedy today presented NBC star Bob Hope with a gold medal authorized by Congress for his "services to his country in the cause of world peace."

The ceremony was held in the Rose Garden in the White House at noon with key Congressional leaders present. Also attending the ceremony were Hope's wife, Dolores, and their four children, Linda, 24; Tony, 23; Kelly, 17, and Nora, 17.

The NBC star is the third entertainer in history to receive the Congressional Gold Medal, similar ones having been awarded to George M. Cohan and Irving Berlin.

Secretary of the Navy Fred Korth represented Defense Secretary Robert S. McNamara at the award ceremony attended by prominent members of the Senate and the House of Representatives.

The medal, which includes a portrait of Hope and a citation, was struck by the U. S. Mint, which furnished it to the President for presentation to Hope. Congress had earlier appropriated $2,500 for the striking of the medal.

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s Department, Room 320

September 11, 1963

ROBERT BROWN APPOINTED COORDINATOR,
CORPORATE INFORMATION, NBC

Robert Brown has been appointed Coordinator, Corporate Information, NBC, it was announced today by Robert D. Kasmire, Vice President, Corporate Information, National Broadcasting Company.

Mr. Brown has been Press Supervisor, News and Public Affairs, for the NBC Press Department since March, 1962, and before that was Press Editor, News and Public Affairs.

Mr. Brown joined NBC in 1954, after serving with United Press in New York and Pittsburgh, the Economic Cooperation Administration in Paris, Foote, Cone & Belding in Bienne, Switzerland, and W. R. Grace & Co. in New York.

A graduate of Princeton, he lives with his wife, the former Kerstin Baeck, and their two daughters in Ridgefield, Conn.

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SEVERAL APPEARANCES SET FOR BILL DANA IN NORFOLK, VA., AREA

Bill Dana, who stars as a bellhop in a luxury hotel in "The Bill Dana Show" which premieres on NBC-TV Sunday, Sept. 22 (7-7:30 p.m. NYT) will take a ride on the world's largest elevator Sunday, Sept. 15.

The elevator is on the aircraft carrier U.S.S. Enterprise and it is used to bring planes from the hangar deck to the flight deck of the gigantic carrier.

Dana's elevator ride is part of his agenda during a trip to the Norfolk, Va., area. The carrier is docked at the Norfolk Naval Base.

In addition to his visit to the U.S.S. Enterprise, Dana will appear at the Portsmouth Naval Hospital and attend the Virginia Beach Elks rodeo, to be welcomed there by Virginia Beach's Mayor Frank A. Dusch.

Dana will arrive at the Norfolk airport Saturday, Sept. 14, where he will be greeted by city officials.

Arrangements for Dana to visit the Norfolk area were made by the NBC Promotion Department. Dick Paul, Promotion Director of WAVY-TV, the NBC affiliated station in the Norfolk area, arranged for the local appearances of Dana.

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NBC-New York, 9/11/63

September 11, 1963

PREMIERE

WARTIME DRAMA OF RESISTANCE WORKERS' "COVENANT WITH DEATH"
MARKS START OF FULL-HOUR "ESPIONAGE" SERIES

Bradford Dillman and Don Borisenko star as former Norwegian resistance workers who admit killing two refugees -- but are never certain thereafter if the deed was justified -- in "A Covenant with Death," premiere drama of NBC-TV's "Espionage" series Wednesday, Oct. 2 (9-10 p.m. EDT).

The World War II drama opens in the courtroom at Tonstrand, Norway, in 1947, where 25-year-old Magnus Anderssen (Dillman) and 23-year-old Ivar Kolstrom (Borisenko) have pleaded guilty to murder. The events leading to the killing are enacted in flashback scenes as testimony is presented.

The young Norwegians are shown in 1942 heading for the border with Josef Blumfeld, 67, and his wife Sarah, 64, who had sought their help in fleeing from the Nazis. The progress is slow because of the elderly Jewish couple, and it becomes apparent the group will not reach the border. When capture by a Nazi patrol seems imminent, Anderssen and Kolstrom decide to kill the Blumfelds, fearing that otherwise the couple would be forced to expose the underground and then would be executed by the Gestapo.

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Arnold Marle and his wife, Lilly Freud-Marle, portray the refugees. David Kossoff is cast as defense counsel Georg Fredericksen, Allan Cuthbertson as Crown prosecutor Alexander Youngsberg and Alison Seebohm as Anderssen's wife.

"A Covenant with Death" was written by Peter Stone and directed by Stuart Rosenberg. Herbert Hirschman is executive producer of "Espionage," which is produced by George Justin, The series is filmed in England and Europe for Herbert Brodkin's Plautus Productions.

PROGRAM HIGHLIGHT OCT. 2

ESPIONAGE" Premiere drama, "A Covenant with Death." Two Norwegian resistance workers are tried for murder of refugees.

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NBC-New York, 9/11/63

DR. SOCKMAN RETIRED, RETURNS TO "NATIONAL RADIO PULPIT" FOR OBSERVANCE OF SERIES' 40TH ANNIVERSARY

NBC's "Nationaal Radio Pulpit," the oldest continuous network program on the air, will observe its 40th anniversary with Dr. Ralph W. Sockman returning as guest preacher for 13 weeks starting Sunday, Oct. 6 (10:05 a.m. EST).

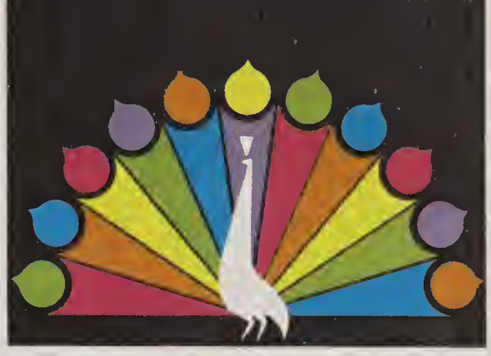
Dr. Sockman, minister emeritus of Christ Church Methodist, New York City, has been invited out of retirement for the anniversary observance. His general topic for the new series will be "Questions We Keep Asking."

Three choirs also will be featured during the 13-week observance. The Forest Hill Presbyterian Church choir with brass ensemble of Cleveland Heights, Ohio, will be heard in October. The Central College A Cappella Choir of Pella, Iowa, will sing in November. The Lebanon Valley College Choir of Annville, Pa., will provide the music in December.

Dr. Sockman's sermon subjects for October will be "Where Does Brotherhood Begin?" Oct. 6; "What Are We Really Worth?" Oct. 13; "Does It Pay to Be Good?" Oct. 20, and "What Is the Unpardonable Sin?" Oct. 27.

"National Radio Pulpit," an NBC Public Affairs presentation is produced in cooperation with the National Council of Churches, representing 33 Protestant and Eastern Orthodox communions in the United States. It began locally in New York May 3, 1923, on WEAF (now WNBC). It became a network feature with the formation of NBC in 1926. Dr. Sockman became its officiating clergyman in 1936 after having filled the pulpit in Summers since 1928. He ended his regular ministry in the radio pulpit March 25, 1962.

NBC COLOR TELEVISION NEWS



September 11, 1963

COLORFUL FIGURES FROM REAL LIFE AND FICTION ARE PIVOTAL CHARACTERS FOR INVESTIGATION OF FIELDS OF LEARNING IN 'EXPLORING,' WHICH STARTS NEW SEASON OCT. 12

Such colorful figures from real life and fiction as Lorenzo de Medici, Johnny Appleseed, P. T. Barnum and Swift's Gulliver will be the pivotal characters for investigations of many areas of learning on "Exploring," which will return to the NBC-TV Network for its second season Oct. 12.

This educational series for children, winner of three of broadcasting's highest awards in children's programming last season, will be presented in a new time period, Saturdays from 1-2 p.m. NYT. The program will again be telecast in color.

Dr. Albert R. Hibbs, a nationally known scientist with experience in teaching and other phases of education, is host of the series, a presentation of NBC News.

Craig Fisher, producer of "Exploring," has planned each program in the coming season around a famous person whose life, work or the age and place in which he lived will provide a framework for explorations in language, music and the dance, geography, science and social studies. Some of these central characters will be people from our own times, as, for example, Frank Lloyd Wright and Jesse Owens. Others will be historical figures -- Eleanor of Aquitaine, Montezuma, Confucius, Shakespeare. Still others, like Gulliver, will be fictitious.

(more)

Illustrating how Fisher is carrying out this idea, a program revolving around Lorenzo de Medici will present a history of the Italian Renaissance which came to full flower in Florence under Lorenzo's influence. It will cover the business and politics of Florence, the magnificent sculpture of Michelangelo, the architectual feats of Brunelleschi and his followers, the inventions of Leonardo de Vinci and the paintings by some of the greatest artists who ever lived.

The language portion of the program will be a fable reflective of the age, presented through animation and narrated by Dorothy Collins. The music sequence will be a performance of the songs played and sung at Florentine music festivals, including one written by Lorenzo. The Paul and Mary Ritts' puppets, regular performers on "Exploring," will use art as the subject for an amusing skit, giving Dr. Hibbs the opportunity to discuss perspective in drawing.

In its first year, "Exploring" dealt with six fields of learning each week and used a "theme object" -- a piece of string or a wheel, for example -- to unite these segments. For next season Fisher has chosen a more flexible format.

"We won't always cover every one of our five major subjects each week, but we'll be able to investigate more areas than before," he said. "By building the shows around people instead of things, we can view architecture from ancient Greece to the present day when Frank Lloyd Wright is our central figure, and we can use the work of Dr. Walter Reed to lead into the history of medicine.

"The Ritts' puppets won't be restricted to mathematics, as they were last year. They will be used in any area of learning to which their humor and special method of inquiry are well-suited.

(more)

"But one thing won't change, and that's our basic aim. We will attempt to stimulate rather than educate. We want children to ask 'why?' -- to go to their parents, or their teacher, or the library and say, 'I want to know more about the Aztecs,' or 'where can I find some information about the Crusades?'"

Another thing that won't change is "Exploring's" high standards. The animated stories, done by top-drawer illustrators, will be narrated by such outstanding performers as David Wayne, Vincent Price, Tom Bosley, Glynis Johns and John Carradine. The music segments again will feature distinguished instrumental and dance groups.

"Exploring's" honors last year included a George Foster Peabody Award as "an outstanding TV series for youth and children," a Thomas Alva Edison Foundation Award as "best children's television program," and a first award given by the Institute for Education by Radio-Television of Ohio State University.

The citation accompanying the Peabody Award noted that "with taste, wisdom and imagination, 'Exploring' opens new vistas to the child viewer." The Ohio State Award citation said in part: "The 'Exploring' series could compete successfully in several categories, but in the Fine Arts and Humanities, this particular program is outstanding."

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NBC-New York, 9/11/63

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

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September 13, 1963

NBC'S MARION STEPHENSON TO ADDRESS WASHINGTON SESSION
OF BUSINESS AND PROFESSIONAL WOMEN'S CLUBS

Marion Stephenson, Vice President, Administration, NBC Radio Network, will address the Business and Professional Women's Clubs Inc. at the Statler Hotel, Washington, on Saturday, Sept. 21.

Miss Stephenson, the first woman Vice President in NBC's history, will open the Saturday afternoon session of the Second Congress of American Women Leaders with a talk on "The Art and Science of Management." The audience will be composed of presidents of national women's organizations.

Topics covered in the address will be: attitudes women should adapt in their jobs; skills and abilities that are innate to women; and the everyday utilization of skills.

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Department, Room 320

SEASON'S PREMIERE

September 13, 1963

'MR. WIZARD' WILL START NEW SEASON WITH TESTS
TO DEMONSTRATE 'CONTROL BY RADIO'

Don Herbert, star of NBC-TV's award-winning "Watch Mr. Wizard" science series, will open the program's new Fall season with an explanation of "Control by Radio" Saturday, Oct. 12 (new time period, 2-2:30 p.m. EDT).

This will be the first time the series has dealt with radio remote control, which will be one of several topics to be examined for the first time during the new season. Herbert, assisted by 12-year-old Alan Howard, will demonstrate the different types of radio control transmitters and, using model planes, boats and other examples, will show how the varied control system affect the movement of objects with radio signals. Herbert also will explain the importance and use of remote radio control in space satellites.

"Watch Mr. Wizard" is a public affairs presentation of NBC News. Herbert is also the program's producer. Dr. Morris H. Shamos, chairman of the Physics Department of New York University's Washington Square College, is the scientific adviser.

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NBC COLOR TELEVISION NEWS

September 13, 1963

PREMIERE

U. OF CALIF. STUDENTS CHALLENGE TEMPLE U. TEAM, SEEKING FIFTH VICTORY, AS 'G-E COLLEGE BOWL' STARTS ON NBC-TV

The four students representing Temple University (Philadelphia) who have scored four consecutive victories on the "G-E College Bowl" series will be challenged in their fifth game by four students from the University of California (Santa Barbara), when the program starts its live color season on NBC-TV Sunday, Sept. 22 (5:30-6 p.m. EDT). Robert Earle is moderator of the series.

Returning for Temple in their bid for the title of "Retired Undefeated Champions" will be Leonard Goldstein of Huntingdon Valley, Pa.; and Charles C. Noel, Jr., Dolores Eileen O'Lenik and David H. Ross, all of Philadelphia, Pa. The challengers are Faith Fitzgerald of Santa Barbara, Calif.; Evan Cole of San Pedro, Calif.; Kenneth Meyer of Oxnard, Calif., and Gerard Haggerty of Redondo Beach, Calif.

If Temple wins its fifth game, the team will be retired according to the rules of the contest. In that event, a standby team from Fairfield University, Fairfield, Conn., will meet a team representing Creighton University, Omaha, Neb., on the program Sunday, Sept.29 However, if the University of California defeats Temple, then Creighton will challenge the California team Sept. 29.

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NEA JOURNAL PUBLISHES ILLUSTRATED STORY ON 'MR. NOVAK'

NBC-TV's new series, "Mr. Novak," which dramatizes the experiences of a high school English teacher, is the subject of an article in the September issue of NEA Journal, published by the National Education Association.

The story includes photos of James Franciscus, who plays Mr. Novak, and Academy Award winner Dean Jagger, who plays principal Albert Vane in the series.

The story points out the show is "the first one-hour weekly dramatic series built around a modern U.S. high school and faculty." "Mr. Novak" premieres on NBC-TV Tuesday, Sept. 24 (7:30-8:30 p.m. NYT).

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A BONANZA OF VOTES FOR NBC-TV SERIES IN LOS ANGELES HERALD-EXAMINER POLL

For the seventh consecutive week -- every week the poll has been conducted -- NBC-TV's "Bonanza" has been named the favorite TV show of those voting in the Los Angeles Herald-Examiner popularity poll.

Readers of the newspaper's Sunday TV Supplement are provided with a ballot on which they can name their 10 favorite programs. "Bonanza" garners nearly half of all ballots cast.

("Bonanza" is telecast in color Sundays, 9-10 p.m. NYT).

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NBC-New York, 9/13/63

NBC-TV NETWORK PROGRAM

TITLE CHANGE FOR PROGRAMS STARRING BOB HOPE
IN HIS NEW CHRYSLER-SPONSORED SERIES

"Chrysler Presents a Bob Hope Comedy Special" will be the new title for programs starring comedian Bob Hope in his NBC-TV weekly series (Fridays, 8:30-9:30 p.m. EDT). Previously the Hope-starring programs were titled "Chrysler Presents a Bob Hope Special."

This change applies to Hope's variety hour premiere Friday, Sept. 27 as well as five additional variety programs (in black and white) and two drama shows (in color) starring Hope (dates to be announced).

"Bob Hope Presents the Chrysler Theatre" will remain the title for 26 dramatic productions in color, with Hope as host throughout the season in the same Friday night time period. The first two dramas, already announced, will be Rod Serling's "A Killing at Sundial" Oct. 4, and "Something About Lee Wiley" Oct. 11.

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NBC-New York, 9/13/63

RADIO STATION KDKA, PITTSBURGH, TO RECEIVE FOURTH ANNUAL GOLDEN MIKE AWARD OF THE BROADCASTERS' FOUNDATION

FOR RELEASE MONDAY A.M., SEPT. 16

Radio Station KDKA, Pittsburgh, has been selected as the recipient of the fourth annual Golden Mike Award of the Broadcasters' Foundation, it was announced today by Clair R. McCollough, President of the foundation who is also President of the Steinman Stations and former president of the Broadcast Pioneers.

At a meeting of the full Board of Directors of the Foundation in New York, KDKA was cited as the winner of the award for being "one of America's distinguished pioneer stations, dedicated to adherence to quality, integrity and responsibility in programming and management." KDKA began broadcasting in 1920.

The formal presentation of the Golden Mike Award will be made at the Broadcasters' Foundation Banquet in New York Feb. 10, 1964.

KDKA is the fourth station to receive the award. WSB, Atlanta, was last year's Golden Mike winner. Before that Stations WGN, Chicago, and WLW, Cincinnati, were honored.

Officers of the Broadcasters' Foundation attending the meeting in New York were: Mr. McCollough; Charles A. Alicoate, Vice President of the foundation who is Publisher of Radio-TV Daily; Robert J. Higgins, Treasurer of the foundation who is Treasurer and Assistant Secretary of Broadcast Music Inc.; and Edward H. Benedict, Secretary of the foundation who is Director of National Sales, Triangle Publications Inc.

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Members of the foundation's Board of Directors attending the meeting were: Ernest Lee Jahncke Jr., Vice President, Standards and Practices, NBC; Robert Coe, Vice President, ABC; Raymond Guy, retired NBC executive; William S. Hedges, former Vice President of NBC; D. L. Provost, Vice President and General Manager of The Hearst Corporation; Ward L. Quaal, Executive Vice President and General Manager, WGN Inc., Chicago; and Robert J. Burton, Vice President, Broadcast Music Inc.

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9/13/63

THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

ROBERT W. SARNOFF PREDICTS TO BUSINESS AND INDUSTRIAL LEADERS IN DETROIT THAT MASTERY OF AUTOMATED SYSTEMS WILL CALL FOR 'A NEW BREED OF MANAGER'

Leaders of business and industry in Detroit heard Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, predict today (Monday, Sept. 16) that "mastery of automated systems is going to call for a new breed of manager who can comprehend an enterprise as a complete and integrated entity."

"The day of the tightly compartmentalized, totally decentralized operation is waning," Mr. Sarnoff said. "A few years from now, the remotest operation at home and abroad will be subject to the same management scrutiny as the flagship plant, and managerial decisions will be programmed immediately into the whole enterprise."

Mr. Sarnoff delivered the principal address, titled "Industry and the Revolution of Change," at the annual dinner of the Torch Drive Corporate Leadership division in Detroit's Cobo Hall. More than 600 of the city's top corporation leaders were in attendance to participate in a campaign whose objective is the raising of $19,750,000 in the United Foundation Torch Drive.

The NBC Chairman said that the executive of the "new generation" will need to know science and technology "in reasonable depth" in order to appreciate and react to the impact of research and engineering developments. Referring to this "manager of tomorrow," he declared that the changes now in formulation within business and

(more)

throughout the national and world environment "demand a generation of knowledgeable generalists who can employ with maxiumum effectiveness an array of specialized skills; no longer just jacks of all trades and masters of none, but jacks of all and masters of many."

In a broad discussion of the impact of rapid and massive changes in the present era, Mr. Sarnoff said:

"Change has attended the human condition since primeval man emerged from the caves. Indeed, it has been the only constant of history. But humanity, unlike the automotive industry, has never equipped itself with a transmission system that enables it to adjust quickly, smoothly, and automatically, to accelerated forward motion."

Mr. Sarnoff asserted that the time is past when the contemporary world might count upon "years of grace" in which to alter concepts and methods "to suit a differing environment." He added, "Today the unprecedented rate of change we experience -- and can anticipate -- is a fact unique in human experience, calling for more rapid and drastic accommodations than have ever before been required."

"In a sense, we are all business revolutionaries," he said. "And what could be more natural than that we discuss the fruits of our revolution thus far; that we reflect together on where and how we will use our knowledge and our formidable new technological weapons for further assaults on the established order of business and industrial life.

"To talk revolution to you is to talk to experts, for Detroit has been more closely identified over the years than any other American community with the Industrial Revolution that raised this nation to peaks of strength and prosperity without precedent. But it is no longer your revolution alone! The mechanical phase has been superseded by the electronic and nuclear phases.

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"The spirit of innovation that made Detroit a preeminent symbol of industrial progress has now infused broad sectors of American industry, with visible and viable consequences affecting virtually every aspect of our public and private lives.

"The simple fact that we have shortened the distance between research and product development has itself altered and enriched American life immeasurably, and has created a potential for raising the living standards of people everywhere."

Edwin D. O'Leary, Vice President, Personnel and Organization, Ford Motor Co., who is 1963 Torch Drive co-chairman for Corporate Leadership, presided at the dinner meeting. Other speakers included Torch Drive General Chairman Edward N. Cole, group Vice President in charge of Car and Truck Divisions, General Motors Corp., and Norman Matthews, special assistant to the President of the International Union UAW and Torch Drive co-chairman for Labor Participation. Mr. Cole served as co-chairman for Corporate Leadership in the 1962 Torch Drive.

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NBC-9/16/63

Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
At the 1963 Corporate Leadership Dinner
United Foundation Torch Drive
Detroit, Michigan
September 16, 1963

INDUSTRY AND THE REVOLUTION OF CHANGE

Thank you for giving me the opportunity to join you this evening, and to bask in the warmth of the public service spirit that animates this distinguished gathering of Detroit civic leaders.

When Ed Cole invited me to speak at your third Annual Corporate Leadership Dinner, he generously volunteered a carte blanche in the choice of subject. While this can be a curse or a blessing to a speaker, it at least implies some faith that he will talk on a subject of interest common to him and his audience, and I thank Ed for that confidence.

This is one of those happy occasions when such a subject suggests itself without the normal period of soul-searching. In a sense, we are all business revolutionaries -- and what could be more natural than that we discuss the fruits of our revolution thus far; that we reflect together on where and how we will use our new knowledge and our formidable new technological weapons for further assaults on the established order of business and industrial life.

I realize, of course, that many of the premier insurrectionists of our time are in the audience. To talk revolution to you is to talk it to experts, for Detroit has been more closely identified over the years than any other American community with the Industrial Revolution that raised this nation to peaks of strength and prosperity without precedent.

But it is no longer your revolution alone! The mechanical phase has been superseded by the electronic and nuclear phases. The spirit of innovation that made Detroit a preeminent symbol of industrial

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progress has now infused broad sectors of American industry, with visible and viable consequences affecting virtually every aspect of our public and private lives.

In the new environment of science, we are discovering a universe within the atom and electron, venturing into the realm of outer space, and approaching the ultimate secrets of heredity and of life itself. Within the past quarter century alone, scientific research has more than doubled the inventory of human knowledge.

The simple fact that we have shortened the distance between research and product development has itself altered and enriched American life immeasurably, and has created a potential for raising the living standards of people everywhere.

New electronic communications systems have extended our eyes and ears around the world, beneath the seas, and across tens of millions of miles of interplanetary space. They have given us a finger-tip feel of the lunar surface, and the prospect of a human foothold there within the decade.

Through computers and electronic data processing, we are compounding the power of the brain a thousandfold and more.

Our machines are communicating among themselves in response to our programmed instructions. We are also building machines that learn from experience and that might soon achieve the capacity to reproduce themselves.

All these instruments of scientific and industrial revolution are multiplying our control over nature to an extent which defied prophecy only a generation ago. Today, $20 billion a year is being invested in research and development in the United States. While nearly three-quarters is provided by the government, the bulk of the work is being done within industry and the resulting advances in technology are spreading throughout the economy, both public and private.

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It is in this sense that all of us in business and industry can consider ourselves revolutionaries, in the forefront of a vast movement which is transforming society. As such, we face the same fundamental challenge from change that has accompanied every form of revolution through recorded history.

Change has attended the human condition since primeval man emerged from the caves. Indeed, it has been the only constant of history. But humanity, unlike the automotive industry, has never equipped itself with a transmission system that enables it to adjust quickly, smoothly, and automatically, to accelerated forward motion.

Historically, man's adaptation to new circumstances has proceeded by fits and starts, aided by a generous allotment of time in which to accomplish massive transformation. But now science and technology are pumping a new form of quick-change fuel into the life-stream of civilization, and the time is past when we might count upon years of grace in which to alter concepts and methods to suit a differing environment. Today the unprecedented rate of change we experience -- and can anticipate -- is a fact unique in human experience, calling for more rapid and drastic accommodations than have ever before been required.

Already, the initial penetrations of the new technology have reached the remotest corners of the earth. The vigorously reborn economies of Western Europe and Japan, and the competitive thrust of Soviet Russia, accompany the advance of American industrial research, and thus multiply the sources of discovery, invention, and advanced products for the world market. Asia, Africa, and Latin America offer a mosaic of promise for technical and economic growth to millions who have been made aware by modern communications of the material well-being to which men may successfully aspire.

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In this dynamic pattern of new market growth at home and abroad, scientific research also has succeeded in altering the very nature of business competition. The rivalry among companies in the same industry for the same market continues, but a new and different dimension has been generated in the research and testing laboratories. Today the competitive struggle is between the old and the new -- in materials, methods, and products.

The best of today's technology is rooted in basic research; in some cases, extending back into the previous century. But the quickened rhythm of research in our time has transformed the laboratory from a long-range outpost of knowledge into an incubator of new technology that will transcend and obsolete the most advanced tools of the present even before a new generation has taken over.

The fact is that the revolution of change has just begun and we have not really seen anything yet. By the most conservative estimate, the next ten to fifteen years will bring global change to a degree unwitnessed ever before by a single generation.

The continents will be firmly linked by electronic sight, sound, and data through advanced operational satellite communications systems handling all forms of personal, commercial, and official traffic.

Goods and passengers will wing across the world at supersonic speeds, and the development of large aircraft capable of vertical takeoff and landing will extend air service to any center of population.

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Portable power packages, operating electronically by direct conversion from light and heat and from chemical or nuclear reactions, will generate electrical energy in the most isolated and backward communities.

New plant and animal strains, bred from deeper understanding of the mechanisms of heredity, will multiply the sources of food for human consumption everywhere.

We are probing the nucleic structure of the living cell, and we may one day evolve a hardier, longer-lived and more emotionally stable human species. Our grandchildren may all be a homogenized blend of a Rhodes scholar, an Astronaut and a Decathlon champion.

In our own affluent society, the impact of discovery and invention will further penetrate the management process itself. Ultimately it will extend to business and government in all industrialized nations, bringing new dimensions of speed and flexibility to basic economic and social organizations.

The coming management revolution is signalled by the extension into the front office of the automation process that already has altered fundamentally factory production methods in key segments of the economy. The catalyst is the electronic computer, a product of postwar technology and the fastest-developing sector of an electronics industry that is itself the most dynamic agent of technological change today.

In the expanding pattern of industrial automation, the computer is a late arrival by comparison with the advanced automatic techniques employed on the production line. The first commercial

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system appeared only twelve years ago, but more than 10,000 are now at work in American business, and the computer population may well reach 100,000 within the next decade. The present systems are rudimentary by comparison with new systems that will eventually emerge from the laboratories -- yet even the contemporary line can perform in one minute the equivalent of a year of calculation by the unaided human brain.

Initially, these systems have been put to work largely in automating routine clerical functions, rescuing management from threatened inundation by the vast tide of paperwork in business and government affairs. And just as automation in manufacturing has raised productivity and multiplied the output of goods at reduced cost, so the automation of clerical tasks is holding down operating costs while expanding and speeding a host of customer services.

But the same equipment that records multiple transactions at lightning speed can also digest vast quantities of information relating to the full spectrum of management functions. For a business enterprise, it offers a means for measuring and correlating instantly volumes of data on anything from raw material costs to market trends. For government administration, it offers matching capabilities for analyzing and relating changes in the tax structure, population trends, public educational programs, or the statistics of military strategy. In every instance, it can highlight for public or private management the relative risks or benefits involved in alternative courses of action, providing a new order of insight and accuracy in the decision-making process.

The new technology has fashioned a network of instant communications that couples computers, automatic production machinery on an assembly line, and paperwork-processing systems at an accounting

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or distribution center. Through such networks, a management decision in one location can be instantly and automatically executed at another, or at many others.

Research and application are blending these new capabilities into a practical and comprehensive form of management automation that can be tailored to the specific needs of business and government on any scale. The early result will be a profound change in the management process, based upon a new capacity for unified planning and control to an extent never before attainable.

The barriers of time and distance will thus be eliminated among the administrative, manufacturing, and marketing facilities of even the most complex enterprises. With instant communication and control up, down, and across lines, decisions at all levels will be governed by the needs of the total business, constantly updated and correlated electronically for management at a central location.

Mastery of these automated systems is going to call for a new breed of manager who can comprehend an enterprise as a complete and integrated entity. The day of the tightly compartmentalized, totally-decentralized operation is waning. A few years from now, the remotest operation at home and abroad will be subject to the same management scrutiny as the flagship plant, and managerial decisions will be programmed immediately into the whole enterprise. A management which fails to comprehend this new relationship of each element to the whole will become as obsolete as a hand crank on the River Rouge.

The new generation executive also will need to know science and technology in reasonable depth in order to appreciate and react to the impact of research and engineering developments. He will not only require a rudimentary understanding of automated management tools, but a feel for the effect of technical innovations upon the products with which

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he is competing for the market. The complexity and cost of productive facilities, and the cost of skilled labor needed to operate them, are multiplying the penalties of misjudgment for any profit-oriented enterprise, whether it be the automotive business, broadcasting, or razor blades. And as technological change continues to speed up, any ill-conceived investment in new facilities or any failure to respond quickly enough to a new discovery or invention can result in financial distress.

Finally, the manager of tomorrow will face a changed environment outside his own enterprise. For one thing, he will possess instantaneous voice, sight, and data communications to any spot on the globe -- and this will project him more directly into world political and economic affairs. For another, he will operate in closer proximity to his own government, particularly in the development of massive projects relating to defense and space. His knowledge of the decor of Congressional committee rooms will tend to become progressively more intimate.

These changes now in formulation within business and throughout the national and world environment demand a generation of knowledgeable generalists who can employ with maxiumum effectiveness an array of specialized skills; no longer just jacks of all trades and masters of none, but jacks of all and masters of many.

The need, in effect, is to adapt and update the Renaissance Man for assignment to business management in the Space Age.

If the challenge seems unduly severe by comparison with the requirements of yesterday and today, there is this optimistic note. In the new era of business electronics, management will be freed from most of our present limitations in terms of time, scope, and detail. The availability of high-capacity data-handling systems to aid

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in decision-making, and data communications to multiply the effectiveness of control, will permit tomorrow's executives to give more attention to the forest and less to the trees. Thus, while they may require greater vision and flexibility in the conduct of business, they may count heavily upon the new technology to handle many of the details which today deflect us from primary goals.

To consider the manager solely in the immediate confines of his business operation, however, is to impose too narrow a dimension. For we have emerged from the era of strict laissez-faire, when profit and self-interest were felt to be inspiration enough for business management. This change in the outlook of the business world was most eloquently expressed last year by the corporation executives, theologians and educators who served on the Business Advisory Council of the Secretary of Commerce. They said:

> "Every business enterprise has manifold responsibilities to the society of which it is a part. The prime legal and social obligation of the managers of a business is to operate it for the long-term profit of its owners. Concurrent social responsibilities pertain to a company's treatment of its past, present and prospective employees and to its various relationships with customers, suppliers, government, the community and the public at large."

The influence of this social conscience can be measured by the $470 million that American corporations donated last year to cultural, educational and philanthropic purposes. It is emphasized in the fact that annual corporate giving since 1940 has increased at nearly four times the rate of annual corporate profits and continues to grow.

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More than one-third of the total corporation contributions has gone into education. This represents a happy combination of philanthropy and prudence in the light of the need to insure a steady flow of trained and knowledgeable manpower into business and industry. Yet, much more can and must be done. Today, Soviet Russia graduates annually 41,000 more scientific and engineering students than the United States. The demand for scientists and engineers to continue the research and development necessary to our economic expansion calls for aid to education on a far broader base than at present. Already the massive demands of the space programs whittle away the supply of research men available to industry, and the trend will continue unless industry assumes a larger share of the responsibility to help fill the breach.

As important as it is, however, corporate giving is only a facet of the far broader responsibility of corporate living: an obligation to enlist the resources of business and industry in assuring the continued vitality of the principles and institutions of our free society.

This requires that business leaders actively seek to identify themselves and their enterprises with the character and the goals of the community by participating in its affairs and encouraging their employees to do so. They must lend their efforts to the solution of today's community problems -- equal job opportunities, technological unemployment, slum clearance, mass transportation or the need for more hospital beds or classrooms or long-range community planning.

Your presence here testifies to the alertness of Detroit's business leaders in recognizing and responding to the scope of their

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responsibilities. The pioneering and successful record of the United Foundation is indeed worthy of your best continued efforts. Not only has it served the needs of the Greater Detroit area with singular effectiveness, but it has given the nation a pilot program for responsible industrial and business leadership on the community level. May your program continue to prosper in the exciting and challenging years ahead.

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NBC-9/16/63

September 16, 1963

REPEAT OF 90-MINUTE VERSION OF 'VICTORY AT SEA'
ON NBC-TV IS COMPLETELY SPONSORED

Complete sponsorship of a repeat of the 90-minute version of NBC-TV's award-winning documentary series "Victory at Sea" was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The advertisers are Procter & Gamble with two-thirds sponsorship (through Benton & Bowles) and one-ninth sponsorship each to American Tobacco Co. (through Sullivan, Stauffer, Colwell & Bayles), The Pillsbury Company (through Leo Burnett Co.) and Vick Chemical Co. (through Morse International, Inc.).

The "Project 20" program will be broadcast Saturday, Dec. 7 (7:30-9 p.m. EST). It coordinates the highlights of the 26-week series, which was first presented on NBC-TV in 1952. The 90-minute version was first telecast Dec. 3, 1960.

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September 16, 1963

JOEY BISHOP TO EMCEE ENTERTAINMENT AT CONVENTION
OF NBC'S RADIO AND TV AFFILIATES IN LOS ANGELES

Joey Bishop, star of NBC-TV's "Joey Bishop Show," will emcee the entertainment at thw NBC Radio and Television affiliates convention in Los Angeles on Tuesday evening, Dec. 3, it was announced today by David Tebet, Vice President, Talent Relations, National Broadcasting Company.

The annual convention of the executives representing 203 television affiliates and 192 radio affiliates on Dec. 2 and 3, concludes with the dinner and entertainment on the Beverly-Hilton Hotel.

Bob Finkel, producer of NBC-TV's Emmy-winning "Andy Williams Show," will produce the entertainment, as previously announced. Other participants in the entertainment segment will be announced.

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NBC COLOR TELEVISION NEWS

September 16, 1963

PREMIERE

"MERV GRIFFIN'S WORD FOR WORD," NEW GAME SHOW,
STARTS ON NBC-TV AS 5-DAY-A-WEEK COLOR SERIES

"Merv Griffin's Word for Word," a brand-new word game, will make its debut on NBC-TV Monday, Sept 30 as a Monday-through-Friday, (10:30-11 a.m. NYT) color series.

Merv Griffin, the talented young performer who previously starred on NBC-TV's "Merv Griffin Show," will be assisted on "Word for Word" by announcer Frank Sims.

Griffin will also have the aid of a new invention called the "Word-ometer," a large electronic board with flashing lights in groups of 15 and mysterious picture frames to be used by contestants in their efforts to win seconds of time and, eventually, merchandise prizes.

Produced by Robert Lane and directed by Dick Schneider, "Merv Griffin's Word for Word" will be played as follows:

The game begins when two opposing players are shown the master word (usually seven letters or more) and asked to develop from it as many other words of three letters or more as they can. As each contestant calls out his words, they appear on a slate that is visible at all times to both players and to the home audience. The opponents take turns adding to their word lists until one of them cannot supply a word in five seconds, or until one challenges the other on the grounds of having created a repeat or incorrect word. (Proper nouns and foreign words are not acceptable.)

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If the challenge is valid, the challenger may continue building words alone until he is unable to come up with a selection with the five-second limit or until the correctness of one of his words is questioned. After each round the players receive two seconds of time for every word they have created, plus an extra five seconds if their list includes a predetermined bonus word. The contestant who has accrued the most time after two rounds (or three rounds, in case of a tie) wins the game and goes on to play a bonus game.

The bonus game involves the use of the "Word-ometer," competition for more seconds of time, and the ability to unscramble nonsense words swiftly (although not in competition). An additional element is the arrangement of five symbols in the proper order, each symbol standing for a prize for which the contestant is competing. Correct order for the symbols brings extra prizes.

"Merv Griffin's Word for Word" will originate from NBC-TV's Peacock Studio in the RCA Building, New York City.

PROGRAM HIGHLIGHT -- SEPT. 30

MERV GRIFFIN'S WORD FOR WORD: Premiere of daytime word game series. (Color)

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NBC-New York, 9/16/63

NBC COLOR TELEVISION NEWS

September 16, 1963

CREDITS FOR "MERV GRIFFIN'S WORD FOR WORD," NBC-TV DAYTIME COLOR SERIES

Program:	"Merv Griffin's Word for Word"
Time:	NBC-TV color broadcasts, Mondays through Fridays, 10:30-11 a.m. NYT.
Premiere date:	Monday, Sept. 30, 1963
Star:	Merv Griffin
Announcer:	Frank Sims
Format:	A word game in which two players vie to produce the most three-letter words from a master word (usually seven letters or more). Features include challenges, extra credit for a predetermined bonus word, and the use of an electronic device, "Word-ometer," to win extra seconds of playing time and, eventually, merchandise prizes.
Producer:	Robert Lane
Director:	Dick Schneider
Program coordinator:	Francis Ballard
Assistant to director:	Tony Garafolo
Assistants to producer:	Judy Schwartz, Susan Gold and Genie Arnot
Set designer:	Rene d'Auriac
Sponsors and agencies:	Various
Theme:	"Word for Word" by Merv Griffin
Point of origination:	NBC-TV's Peacock Studio, RCA Building-New York City.
Press contacts:	Betty Lanigan (New York), Bill Faith (Burbank)

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FOREIGN STUDENTS OF BRANDEIS UNIVERSITY COMMUNICATIONS SEMINAR
TO BE GUESTS OF NBC INTERNATIONAL IN NEW YORK

NBC International will be host Friday, Sept. 20 to a group of eight foreign students who are members of the Brandeis University Multi-National Communications Specialists Seminar.

The students will tour NBC facilities in the RCA Building, New York City, and will be guests at a luncheon. Robert Wogan, Vice President, NBC Radio Network Programs, and Donald B. Hyatt, Executive Producer, "Project 20," will speak to the group.

This is the second year the seminar has visited NBC. It is a project of the Morse Communication Research Center of Brandeis. The students are from Pakistan, West Pakistan, Argentina, Nigeria, Columbia, Korea and Iran.

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NBC-New York, 9/16/63

2-X-H NBC TRADE NEWS

September 17, 1963

GILLETTE AND CHRYSLER TO CO-SPONSOR NBC-TV AND RADIO COVERAGE OF WORLD SERIES

All World Series games will be televised in color for the fifth straight year when the NBC Television Network, for the 17th year in a row, covers baseball's Fall classic -- the nation's number one sports attraction -- starting Wednesday, Oct. 2.

All games also will be broadcast by the NBC Radio Network.

NBC's television and radio coverage will be co-sponsored by the Gillette Safety Razor Company (through Maxon Inc.) and Chrysler Corporation (through Young & Rubicam Inc.)

The 60th World Series will open in the Yankee Stadium, home park of the New York Yankees, who have clinched their fourth consecutive American League pennant -- their 28th in 42 years, and 13th in the last 15 years.

The Series shifts after two games to the park of the National League pennant-winner -- either Los Angeles' Dodger Stadium or St. Louis' Busch Stadium. Unless there is a playoff to decide the National League race, the Series schedule will be as follows:

Games 1 and 2 -- at Yankee Stadium, New York, on Wednesday and Thursday, Oct. 2 and 3.

Games 3, 4 and (if necessary) 5 -- in park of National League pennant-winner, on Saturday, Sunday and Monday, Oct. 5, 6 and 7.

Games 6 and 7 (if necessary) -- at Yankee Stadium on Wednesday and Thursday, Oct. 9 and 10.

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Games 6 and 7 (in necessary) -- at Yankee Stadium on Wednesday and Thursday, Oct. 9 and 10.

The schedule calls for open dates for travel on Oct. 4, between games 2-3, and on Oct. 8, between games 5-6.

All games will begin at 1 p.m. local time, and NBC's TV and radio coverage will start 15 minutes before game time -- at 12:45 p.m. EDT for New York games, and 1:45 p.m. EDT if in St. Louis or 3:45 p.m. EDT if in Los Angeles.

The telecasts will be produced by Perry Smith and directed by Harry Coyle. The radio broadcasts will be produced by Len Dillon. Commentators will be announced after the National League race is decided.

NBC has covered the World Series on television every year since 1947, and on radio every year since 1957.

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NBC-New York, 9/17/63

September 17, 1963

NBC NEWS' UPCOMING "SUNDAY" FULL-HOUR TV SERIES IS 85 PER CENT SOLD FOR THE FOURTH QUARTER OF 1963 AND HALF SOLD FOR 1964

"Sunday," the new full-hour NBC News television program featuring Frank Blair, is 85 per cent sold for the fourth quarter of 1963 and half sold for next year, it was announced today by William F. Storke, Director, Participating Program Sales.

Mr. Storke said the show has had tremendous advance response from advertisers, some accounts extending through the first half of 1964. These include Aetna Casualty & Surety Co. (through its agency, Remington Advertising Inc.), The Glidden Company (Meldrum & Fewsmith) and Masonite Corp. (Buchen Advertising Inc.).

Advertisers who have purchased sponsorship in the fourth quarter of 1963 include Aetna, E. I. du Pont de Nemours and Company Inc. (N. W. Ayer & Son), Wolverine Shoe & Tanning Corp. (MacManus, John & Adams), The Celotex Corp. (MacFarland, Aveyard & Company). Scripto, Inc. (Al Paul Lefton Co., Inc.), Dominion Electric Corp. (Howard Swink Adv. Inc.) and Revere Copper & Brass Inc. (Maxon Inc.).

"Sunday," starting on NBC-TV Sunday, Oct. 27 (4-5 p.m. NYT), will cover the week's news plus such features as art, music, science, medicine, sports, motion pictures and the theatre.

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NBC COLOR TELEVISION NEWS

September 17, 1963

SEASON'S PREMIERE

VINCENT PRICE, MEMBERS OF 'THE ESTABLISHMENT' AND RITTS PUPPETS WILL PARTICIPATE IN PROGRAM INSPIRED BY GULLIVER, OPENING NEW 'EXPLORING' COLOR SEASON

Jonathan Swift's fictional Gulliver is the inspiration for a full-hour show, mainly about little things or funny things, that will open the second season of "Exploring," in color, on the NBC-TV Network Saturday, Oct. 12 (1-2 p.m. EDT). Dr. Albert R. Hibbs will be back as host of this educational series for children.

Vincent Price will be off-camera narrator for an episode from "Gulliver's Travels," Swift's 250-year-old satire on the human race. The episode, animated by artist John Wilson, will deal with Lemuel Gulliver's visit to the little people of Lilliput.

The Beaux Arts String Quartet, supplemented by two French horns, will show how some of the most famous composers liked to make fun in music. Selections will include the "Lilliput Chaconne," written by Georg Telemann not long after Swift's book first came out. Other examples will be drawn from Haydn's "Surprise" Quartet, Bartok's "Mikrocosmos" and Mozart's "Village Musician."

The Ritts Puppets, in a segment devoted to the world of insects and what they can accomplish, will examine a real ant colony and talk about the firefly, the bumblebee and the flea.

Dr. Hibbs will explore the concept of miniaturization -- the art of making things small, or at least smaller. ("It is a concept that

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really has come into its own in the last 10 years," he says. "We are becoming surrounded by things that could very well come straight out of Lilliput.") His on-camera illustrations will range from the Japanese dwarf tree to the vacuum tube.

As on-camera artist in a geography segment devoted to England, Dong Kingman will draw Big Ben, Buckingham Palace, the Tower of London and other landmarks.

Members of "The Establishment," a group of British actors now in this country, will perform two sketches in the social studies segment, which will show government and politics as targets for satire. The first sketch will deal with relations between Great Britain and the American colonies in 1776; the second will be about British-American relations today. Another feature of this segment will be political cartoons by Thomas Nast, creator of the Republican elephant and the Democratic donkey.

Craig Fisher is the program's producer, Lynwood King the director.

PROGRAM HIGHLIGHT OCT. 12

EXPLORING - (Season's Premiere) -- Swift's Gulliver is inspiration of full-hour educational show, in color, for children. With Vincent Price, Ritts Puppets, members of the Establishment. Dr. Albert Hibbs is host.

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NBC-New York, 9/17/63

September 17, 1963

SEASON'S PREMIERE

'CAPTAIN GALLANT' FOILS ASSASSINATION PLOT

Captain Gallant (series star Buster Crabbe) discovers a plot by bandits to murder a French general who has come to Africa to sign a treaty with the border tribes, in the "Introduction Story." This episode starts a repeat series of "Captain Gallant" adventures Saturday, Sept. 21 (5:30 to 6 p.m. EDT).

The bandits fail in an attempt on Gallant's life, and he later foils their assassination plot after a thrilling chase through the pasha's palace. Cuffy Crabbe is featured as Cuffy, Captain Gallant's young ward, and Fuzzy Knight as Fuzzy, the captain's orderly.

PROGRAM HIGHLIGHT SEPT. 21

CAPTAIN GALLANT: Season's premiere. "Introduction Story." Captain Gallant thwarts a plot to murder a French general.

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M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 17, 1963

NBC TELEVISION AND RADIO NETWORKS WILL CARRY
PRESIDENT KENNEDY'S U.N. SPEECH IN ENTIRETY

The NBC Television and Radio Networks will carry, in entirety, President Kennedy's speech before the United Nations General Assembly Friday, Sept. 20. Regular NBC Network programming will be interrupted as soon as the President starts speaking and the TV and radio schedules will remain preempted until the speech's conclusion.

The President is expected to start his address to the assembly in New York in the late morning.

ess Department, Room 320

M THE NATIONAL BROADCASTING COMPANY
Rockefeller Plaza, New York 20, N. Y.

September 17, 1963

NBC'S CHET HUNTLEY AND DAVID BRINKLEY RATED MOST POPULAR TV NEWSMEN IN 1963 PERFORMER POLL CONDUCTED BY TvQ

NBC News' Chet Huntley and David Brinkley were rated the most popular TV newsmen, both individually and as a team, in the 1963 edition of the Performer Popularity Study, conducted every two years by TvQ, a division of Home Testing Institute.

Huntley and Brinkley scored a popularity rating of 37 per cent, 9 per cent more than any other newsmen. NBC News placed six correspondents among the survey's top 10. The Performer Popularity Study is an over-all index of performers' appeal and was taken from 2,000 respondents representing a cross-section of the national population.

The survey's top 10 rating is as follows:

Huntley-Brinkley (NBC)	37 per cent
Walter Cronkite (CBS)	28 per cent
Doug Edwards (CBS)	20 per cent
Sander Vanocur (NBC)	12 per cent
Frank Blair (NBC)	11 per cent
Charles Collingwood (CBS)	11 per cent
Frank McGee (NBC)	10 per cent
Ray Scherer (NBC)	9 per cent
Howard K. Smith (ABC)	9 per cent

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ss Department, Room 320

September 17, 1963

'THE NEGRO IN WASHINGTON,' FULL-HOUR NEWS TV REPORT BY CHET HUNTLEY, WILL GIVE AN IN-DEPTH APPRAISAL OF RACE RELATIONS IN CAPITAL CITY

"Washington is not a cesspool of crime, nor an immoral, lawless jungle," says Chet Huntley on the full-hour NBC News special "The Negro in Washington," an in-depth appraisal of race relations in the nation's capital, to be telecast on the NBC-TV Network Thursday, Sept. 26, 10 p.m. EDT. (NOTE: The title was originally announced as "The Washington Negro.")

The report by Huntley will cover Washington's crime, schools, employment, housing, welfare and government and the Negro's role in each. There will also be interviews with the Most Rev. Patrick A. O'Boyle, Archbishop of Washington; Congressmen George Huddleston Jr. (D.-Ala.) and Fred Schwengel (R.-Ia.), members of the House District of Columbia Committee; and Dr. Carl F. Hansen, Superintendent of Schools, among others.

As the seat of a growing country and the capital of the free world, explains Huntley, Washington has become a big city. The expanding federal government integrated its personnel, the word flashed through the South and the city burst its seams trying to accommodate the Negro immigrant. Today, Washington suffers from all the problems that new bigness creates, and certain unique problems. For example, it is governed by Congress and not by local citizens. And it is the only large U. S. city with a Negro majority.

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"But there is reason for hope," says Huntley. "The Negro is critical of himself and he is trying to reduce the incidence of crime and anti-social behavior. He is receiving help and encouragement from the unusual number of friendly organizations located there. There are influential whites enlisted in his cause, including the President. Suburban communities are slowly beginning to accept him as a neighbor, or to think about it. There are government jobs available if he can qualify. Private employers and unions are slowly bowing to moral imperatives and economic pressures. There is a Negro upper class and a growing Negro middle class. The school system needs more money and sympathy from Congress, but its faults are not unique and facts will not support the contention that all their faults are traceable to the Negro."

The program reports that statistics of Washington's crime, welfare, illegitimacy, broken homes and poor housing are often recited but they have a deeper meaning than their drab consistency and tragic proportions. "The word 'why' must be applied," says Huntley. "Look into our history and into our conscience and you discover that the Negro is precisely what we have made him."

PROGRAM HIGHLIGHT--SEPT. 26

THE NEGRO IN WASHINGTON: An in-depth appraisal by NBC News' Chet Huntley of race relations in the nation's capital, a predominantly Negro city.

CHET HUNTLEY TO ADDRESS HARVARD MEDICAL SOCIETY OF N.Y.

Chet Huntley of NBC News will address the Harvard Medical Society of New York at the Harvard Club on Oct. 3.

Huntley is seen with David Brinkley on the new, expanded "Huntley-Brinkley Report" Mondays through Fridays on NBC-TV (7-7:30 p.m. EDT).

NBC-New York, 9/17/63

SOUNDTRACK OF 'VINCENT VAN GOGH: A SELF-PORTRAIT,'
NBC NEWS TV SPECIAL, TO BE ISSUED IN AN LP ALBUM

The soundtrack of "Vincent Van Gogh: A Self-Portrait," a prize-winning NBC News television special, will be issued on a long-playing record by Caedmon Records Oct. 1. Lee J. Cobb is the voice of Van Gogh, and Martin Gabel is the narrator.

First telecast Nov. 17, 1961 (and repeated Aug. 6, 1962), the program will be presented again in color Sunday, Oct. 27 (3-4 p.m. EST), in the new series titled "NBC News Encore."

The program retraces the life of Van Gogh in his own words and through his drawings and paintings. It draws on the hundreds of revealing letters he wrote, most of them to his brother Theo. They cover in detail the painter's life from the age of 19 until his death at 37 in 1890.

The monaural LP album will contain an eight-page color portfolio of paintings and drawings used in the TV program. Claus Virch, curator of paintings, Metropolitan Museum of Art, has written notes for the album.

Lou Hazam wrote and produced the program, which has won many honors, including a George Foster Peabody Award. He also wrote and produced, the NBC News television special, "Shakespeare: Soul of an Age." Caedmon Records released the soundtrack of that album last year.

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NBC-New York, 9/17/63

September 17, 1963

'THE LUTHERAN HOUR' TO START 31ST SEASON ON RADIO

DR. OSWALD HOFFMANN SPEAKER FOR NINTH SEASON

Dr. Oswald Hoffmann will start his ninth season as featured speaker on "The Lutheran Hour" on NBC Radio Sunday, Sept. 22 (1:30 to 2 p.m. EDT). His subject will be "No Exclusions."

The broadcast also will mark the beginning of the program's 31st season on radio. It is sponsored by the Lutheran Laymen's League, an affiliate of The Lutheran Church - Missouri Synod. Presented in 43 languages, it is broadcast in more than 120 countries.

Dr. Hoffmann recently resigned as director of public relations for The Lutheran Church - Missouri Synod to join the staff of "The Lutheran Hour" on a full-time basis.

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JACK TRACY
ROOM 320

2-X-H NBC TRADE NEWS

September 18, 1963

MINUTE MAID AND HI-C AGAIN SPONSORING NBC-TV'S
COLOR COVERAGE OF TOURNAMENT OF ROSES PARADE
Arthur Godfrey Joining Betty White on Jan. 1 Program

Arthur Godfrey will join Betty White in describing the 75th annual Tournament of Roses Parade at Pasadena, Calif., Wednesday, Jan. 1 for the NBC-TV color broadcast (11:30 a.m. to 1:45 p.m. EST), it was announced today by Sam K. Maxwell Jr., Director, Special Program Sales, NBC Television Network.

The parade coverage will be sponsored for the 10th consecutive year by Minute Maid (through its agency McCann-Erickson Inc.) and for the sixth consecutive year by Hi-C (Dancer-Fitzgerald-Sample).

NBC-TV will also broadcast the Rose Bowl football game in color on New Year's Day beginning at 4:45 p.m. EST. This will be the 10th year of NBC-TV's color coverage of the game.

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NBC COLOR TELEVISION NEWS

PREMIERE

September 18, 1963

"NBC CHILDREN'S THEATRE" TO OPEN WITH "QUILLOW AND THE GIANT," MUSICAL VERSION OF A FANTASY BY JAMES THURBER

"Quillow and the Giant," a musical television adaptation of a James Thurber fantasy, will open the new "NBC Children's Theatre" color series Sunday, Nov. 3, 6-7 p.m. EDT (not Oct. 6 as previously announced).

This NBC-TV program features music written by Ralph Blane and Wade Barnes. It stars the George Latshaw puppets, with Win Stracke, the folk singer and recording artist, as the giant, and the singing voice of Tom Williams as Quillow.

The program was produced and directed in Chicago by David Barnhizer, with music by the NBC Chicago Orchestra directed by Joseph Gallicchio. Sets were designed by Ernest Scheffler, NBC Chicago. June Reig, teacher of children's theatre at New York University, is education adviser for this and the three other programs to be presented this season by "NBC Children's Theatre."

Executive producer of NBC Children's Theatre is George A. Heinemann. The series has been designed as entertaining and educational TV fare for children from four to seven, and will introduce them to four distinct types of theatrical experience.

"Quillow and the Giant" was originally written as a children's story, "The Great Quillow," by the late James Thurber. It is a fantasy about a toymaker who is considered a fool and a dreamer until he saves his village from the ravages of Hunder, an insatiable giant.

(more)

All characters in the tale are portrayed by the George Latshaw puppets except Win Stracke, who is the giant, Hunder. Latshaw is a professional puppeteer whose shows have been acclaimed throughout the country. He was manipulator of "Carrot Top" in the film "Lili," and is currently fulfilling several commissions from the Detroit Puppet Theatre to create and produce shows with the Detroit Symphony. He is a former president of Puppeteers of America, and represented the United States at the International Puppet Festival in Wales.

Win Stracke is a frequent soloist with the Chicago Symphony and has played co-starring roles in a number of Chicago-originated series on the NBC-TV Network, including "Hawkins Falls" and "Stud's Place." Six feet, two inches tall, he is well cast as the giant in "Quillow," wearing a bright red shock of hair and booming in his most resonant tones.

Ralph Blane, co-author of the music for "Quillow and the Giant," has among his credits "Best Foot Forward," the Broadway hit later made into a popular movie and currently enjoying a successful off-Broadway revival in New York City. "Meet Me in St. Louis" was another of his most popular film hits.

PROGRAM HIGHLIGHT NOV. 3

NBC CHILDREN'S THEATRE PREMIERE. "Quillow and the Giant," with Win Stracke and George Latshaw Puppets. (Color.) Musical version of fantasy by James Thurber.

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NBC-New York, 9/18/63

NBC COLOR TELEVISION NEWS

September 18, 1963

AN OUT-OF-THIS-WORLD ASSIGNMENT FOR NBC NEWS' JIM KITCHELL

Producing 'Apollo' Show Feels Akin to Going to Moon and Back

One balmy night last Spring, NBC News' producer Jim Kitchell's thoughts were transported 238,000 miles away towards the moon, as he plotted his course of "the Apollo show" for NBC-TV.

Some 40,000 feet of film later and a dizzy criss-crossing of the country visiting and checking locations where the program would be put together, Kitchell at times felt as though he had, indeed, been to the moon -- and back.

Now more formally titled "Apollo: A Journey to the Moon," the all-color program is ready to present the first definitive TV report on this massive space venture that will take three American astronauts to the moon and back sometime before 1970. And co-incidentally, it will be televised on NBC-TV on Tuesday, Oct. 1 (10-11 p.m. NYT), the fifth anniversary of the National Aeronautical Space Administration, the sponsoring agency of the Apollo project.

Before the first film had been exposed, Kitchell had travelled from Bethpage (Long Island, N. Y.), to such far-flung points as Cape Canaveral, Los Angeles, New Orleans and Huntsville (Ala.), as well as Hartford (Conn.), Washington, Dover (Del.), Baltimore, Boston, St. Louis, Houston, Dallas, to name a few. These were the major installations of NASA and its contracting companies assigned to construct the 3,000-ton space craft that will stand as high as the Washington Monument.

(more)

As Kitchell and the program gathered momentum, he came into possession of such bits of information as the following: the craft will land in the dark of the moon by the light of the earth; raising the eight-part craft from the surface of the earth will require brute power and delicate control; the sound of the craft's five engines in full force will be capable of killing a human being; America's first moon port is under construction on Merritt Island near Cape Canaveral.

In the course of working on "Apollo: A Journey to the Moon," Kitchell came upon a strange looking rock referred to him through official channels as perhaps similar to the surface of the moon. It is extremely porous, dark grey in color and rather easily crumbled -- another item to be considered for including in "the Apollo show."

All 16 American astronauts will take part in the program, each of whom will report on a specific phase of Project Apollo. They will be joined by NBC News Correspondents Merrill Mueller and Roy Neal in discussions of the project.

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NBC-New York, 9/18/63

The following telegram was sent by William R. McAndrew, Executive Vice President in charge of NBC News, this morning (Sept. 19), to William E. Miller, chairman of the Republican National Committee:

TELEGRAM

Hon. William E. Miller
House of Representatives
House Office Building
Washington, D. C.

Dear Congressman Miller:

In reply to your September 18 wire, NBC News believes that in view of the unusual and widespread public interest in the tax proposals now before Congress, it is desirable on a news basis to provide suitable network time for an expression of views by a Congressional leader or leaders in opposition to the Administration's proposals for legislative action on this matter.

Prior to the receipt of your wire we had been planning to offer such time because we feel that as a responsible news medium, we should give the public opportunity to hear a representative Congressional viewpoint opposed to the tax measures advocated by the Administration so that the public can judge the merits of the issue. We therefore propose to make available the 7:00-7:30 PM NYT time period on the NBC television and radio networks this Saturday, September 21, for this purpose.

We would appreciate your suggestion as to one or two Congressional leaders who represent the Congressional opposition to the Administration's tax proposals and who would be prepared to express this position in the time we plan to make available on the NBC networks.

Regards.

William R. McAndrew
Executive Vice President
NBC News

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NBC-New York, 9/19/63

September 19, 1963

GENERAL MILLS AND AMERICAN TOBACCO WILL SPONSOR 'WORLD SERIES SPOTLIGHT' ON NBC-TV

"World Series Spotlight," a 15-minute show with NBC sportscaster Bob Wolff as host, will be presented on NBC-TV preceding each game of the 1963 World Series.

The programs will begin 15 minutes before the start of each Series telecast -- 30 minutes before game time -- with the first show scheduled for Wednesday, Oct. 2 (12:30-12:45 p.m. EDT). The "Spotlight" shows preceding the first two games will be televised in color. (NBC-TV will telecast all Series games in color.)

The "World Series Spotlight" shows will be sponsored by General Mills Inc. (through Knox Reeves Advertising Inc.) and American Tobacco Company (through Sullivan, Stauffer, Colwell & Bayles). They also were the sponsors of the pre-game shows the last four years.

"World Series Spotlight" will be taped each morning of a Series game in the city where that day's game is being played. Wolff, one of the commentators for NBC-TV's "Major League Baseball" games, will have baseball personalities as guests to give their views on the game coming up and, after the opener, on the previous day's action.

Preceding the opening game, Wolff will present a scouting report on the teams. Filmed highlights of the game the day before will be shown after the first day.

The "Spotlight" shows will be produced by Conley Benfield for Tel Ra Productions, with Dan Wise as executive producer, and Ron Kentrus and Jon Hilson as writers.

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TWO WRCV-TV DOCUMENTARIES HONORED IN NATIONAL COMPETITION HELD BY RADIO-TELEVISION NEWS DIRECTORS ASSOCIATION

WRCV-TV, NBC's owned station in Philadelphia, was awarded two prizes for its documentaries recently in national competition held by the Radio-Television News Directors Association.

The station won first place for "reporting of an on-the-spot news story" for its June 3 telecast of "Disorder in the Streets," a film story of the violence involving pickets at a school construction site in Philadelphia.

The other award was for "The Sun Is Not for Sale," a film essay about a small boy watching his father's farm being sold at auction. The program, originally shown Dec. 28, 1962, was awarded the RTNDA's "Special Citation" for reporting of community problems. It also received previous awards from the National Press Photographers Association and the Pennsylvania Associated Press Broadcasters. The RTNDA awards were presented recently at the association's international conference in Minneapolis.

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NBC-New York, 9/19/63

September 19, 1963

SYDNEY H. EIGES NAMED TO KEY POST
IN AJC'S HUMAN RELATIONS APPEAL

Sydney H. Eiges, Vice President, Public Information, National Broadcasting Company, has been named co-chairman of the newly formed Broadcasting and Advertising Division of the American Jewish Committee's Appeal for Human Relations.

Mr. Eiges will head the division with Everett H. Erlick, Vice President and General Counsel of American Broadcasting-Paramount Theatres Inc.

The new division will campaign within the broadcasting and advertising industries, the drive to be climaxed with a dinner Nov. 25. The American Jewish Committee raises funds to combat bigotry, protecting the civil and religious rights of Jews and advancing the cause of human rights for all.

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September 19, 1963

FCC CHAIRMAN'S FIRST INDUSTRY ADDRESS
TO BE BROADCAST BY NBC RADIO NETWORK

William Henry, new chairman of the Federal Communications Commission, will make his first industry address since his appointment at a "Newsmaker" luncheon meeting of the International Radio and Television Society Tuesday, Sept. 24, at the Waldorf-Astoria Hotel in New York. The address will be taped and broadcast on the NBC Radio Network (including WNBC) beginning at 2:35 p.m. EDT.

FCC commissioners, advertising agency executives and leaders of the broadcasting industry will attend the meeting.

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NBC TRADE NEWS

September 20, 1963

JACK DEUTSCHER PROMOTED TO NEW NBC PERSONNEL POST

Jack Deutscher has been named Director, Organization Development, Employment and Training, it was announced today by George H. Fuchs, Vice President, Personnel, NBC.

In his new post, Mr. Deutscher will be in charge of all employment for the National Broadcasting Company. A native of Tarrytown, N. Y., Mr. Deutscher joined the network in 1957 as Administrator, Organization Development. He moved up to manager in 1961.

Mr. Deutscher holds degrees from Manhattan College and Columbia University. He was a teacher for 13 years in the public school system at Tarrytown before joining the National Association of Manufacturers in 1951.

He left N. A. M. in 1956 as associate director of the education department to take a post with the Radio Corporation of America. After a short time with RCA, he came to NBC.

Mr. Deutscher and his wife, the former Catherine Smith, have three children: Eugene, Rod and Kathy. They live in Tarrytown.

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JACK TRACY
ROOM 320

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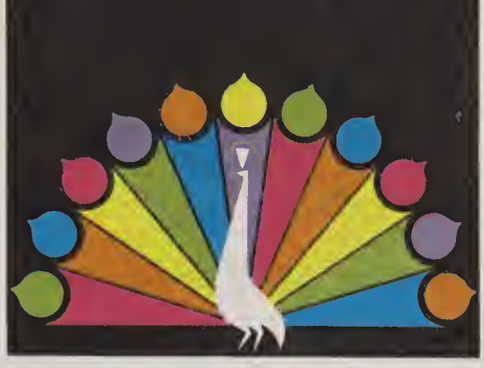

NBC COLOR TELEVISION NEWS

September 23, 1963

BUDD SCHULBERG'S FIRST TV ORIGINAL AND CARSON McCULLERS' FIRST PROPERTY ADAPTED FOR TV TO BE "HOPE-CHRYSLER THEATRE" FEATURES

Budd Schulberg's first original drama for television and the first property of author Carson McCullers ever adapted for TV have been set by producer Dick Berg for production on NBC-TV's "Bob Hope Presents the Chrysler Theatre" color series during the 1963-64 season.

The Schulberg original -- still in development form -- will be titled "Death of a Fighter," and Miss McCullers' story is one of her shorter works, "The Sojourner" about a man whose meaningless journey through life suddenly takes substance from an encounter with his former wife. Air dates for these two telecasts will be announced.

Schulberg is best known for his novels "What Makes Sammy Run?" "The Disenchanted," and "The Harder They Fall," as well as for several important screenplays, including "On the Waterfront," "A Face in the Crowd" and "Wind Across the Everglades."

Miss McCullers is the author of "The Member of the Wedding," a play that won the New York critics award in 1950, and later made into a motion picture. Her novels include "The Heart is a Lonely Hunter," "Reflections in a Golden Eye" and "Ballad of the Sad Cafe."

Hope's weekly series, sponsored by the Chrysler Corporation, will premiere Friday, Sept. 27 (8:30-9:30 p.m. NYT, in black and white

(more)

only) with a comedy special guest-starring Dean Martin, Tuesday Weld, Barbra Streisand and James Garner.

One week later, Friday, Oct. 4, the same time period will mark the first of the Chrysler Theatre dramatic color telecasts, Rod Serling's "A Killing at Sundial" starring Stuart Whitman, Angie Dickinson and Melvyn Douglas.

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NBC-New York, 9/23/63

ALBERT L. CAPSTAFF, FORMER NBC EXECUTIVE, DIES IN VIRGIN ISLANDS

Albert L. Capstaff, a pioneer in the broadcasting industry and a former Vice President of the National Broadcasting Company, died in his sleep Friday morning (Sept. 20) at his home, St. Thomas, Virgin Islands.

Mr. Capstaff, 50 years old, resigned from NBC in June, 1962, to become President and General Manager of the Virgin Isle Television Cable Corp. He also was head of an electronics business in the Virgin Islands.

Born in England, Mr. Capstaff was brought to this country as an infant, and at 10 years old became the youngest amateur radio operator in the nation. He studied electrical engineering at Union College, Schenectady, N. Y., and joined NBC as an engineer in Hollywood in 1935. Resigning in 1943 to produce the Kay Kyser radio program, he later became producer of the Bob Hope radio show for 11 years, traveling with the NBC comedy star a half million miles all over the globe.

After producing the Hope television shows until 1954, Mr. Capstaff bought his own radio station in Astoria, Oregon, but in 1955 Mr. Capstaff returned to NBC as Executive Producer of the "Monitor" radio program. He became Vice President, Programs, NBC Radio Network, in 1959, resigning in June, 1962, to go to the Virgin Islands.

Besides his home in St. Thomas, Mr. Capstaff also maintained a residence in Darien, Conn. He is survived by his wife, the former Margaret Waters of New York, and four children, James, Judy, Marilou and Marnette.

Funeral services will be held in New York City at the Frank E. Campbell funeral chapel, Madison Avenue and East 81st Street, Wednesday (Sept. 25) at 11:30 a.m.

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NBC-New York, 9/23/63

NATIONAL BROADCASTING COMPANY

FROM BOB SARNOFF

September 25, 1963

To the TV-Radio Editor:

It's been a long hot summer, full of preoccupations that engage network companies in shepherding new programming into their fall schedules. The programs are now going on the air, and over the next month, day by day and hour by hour, millions of viewers will be casting scores of millions of votes that will set the patterns of public preference, so I won't venture predictions on that score.

In the meantime there seems to be no dearth of writing and talking about television as part of America's continuing love affair with the medium -- sometimes affectionate, sometimes quarrelsome. And in the talk and writing, television's detractors seem to maintain a favorite theme: that program schedules are shaped far too much to the tastes of the mass audience and do not adequately meet the demands of the cultivated, who hunger for more specialized fare and are being alienated because television does not satisfy this hunger.

This is the reason, the critics of television argue, that people in the higher-educated, higher economic groups are "light viewers." And on this assumption, they build another -- that the light viewer confines his selection to television's heavier material of culture and information, twisting the dial in frustration, seeking moon shots and madrigals as the spirit moves him, while the heavy viewer satiates himself with light entertainment, lolling before his set, subsisting on an uninterrupted diet of situation comedies, westerns and game shows.

The cliche is a neat one but has little relation to the realities. It was severely dented by the research findings reported earlier this year by Gary Steiner in "The People Look at Television." They demonstrated that although the high-educated viewers profess a yearning for informational programming and a distaste for its entertainment fare, in practice they tend to select entertainment over information when they have a choice. This coincides with what many broadcasters have been saying all along, and perhaps for that reason and because Mr. Steiner's project was financed by CBS, television's critics have not felt impelled to discount the cliche.

From research not nearly so elaborate -- and approaching the subject from a somewhat different angle -- Dr. Thomas E. Coffin, NBC's Director of Research, has come up with some findings that suggest further that light viewing, selectivity and specialized programming are not inseparable companions. He reported them in a recent talk before the American Association for Public Opinion Research.

Dr. Coffin examined viewers' program selections -- not on the basis of viewers' education or income -- but by amount of viewing. Using the Nielsen Index of measured hours of viewing, he divided the audience into five numerically equal groups -- "quintiles," as they are called. He then compared the viewing habits of the extreme quintiles -- those that watched least with those that watched most.

As you might expect, entertainment won the draw among the heaviest viewers. Specifically, in the heaviest-viewing quintile, the number who watched one or more of a selected group of entertainment programs was 31 per cent greater than the number who watched any of a group of information presentations.

But as you might not expect, among the lightest viewers the gap in preference for entertainment over information was far greater. In this group, 73 per cent more watched entertainment than had watched any of the information programs.

Still another test was applied between heavy and light viewers, comparing the way they divided their viewing between entertainment and information. If the cliche reflected the fact, analysis would show that the heavy viewers devoted a greater proportion of their total viewing to entertainment than light viewers do. The fact is, however, that information programming constituted 33 per cent of their viewing diet, against the light viewers' 25 per cent.

Another variation on this theme emerged from another source, the American Research Bureau diaries for one week. In this analysis 62 per cent of the heavy viewers watched "talk" programs -- including news, discussion and education shows -- whereas only 21 per cent of the light viewers watched them.

Various cross-analyses were made to see whether the relationships varied by time period, local versus network programs, length of viewing per program and so on. But the same answer always came back: the light viewer watches less informational programming -- both in absolute and in relative terms -- than the dyed-in-the-wool fan. Concomitantly, the light viewer watches proportionately more entertainment than the heavy viewer.

Let me hasten to say that these statistics are not going to inspire NBC to lessen its substantial efforts in news, informational and cultural programming. We will continue to devote ourselves to these areas, as we have in every season. But I suggest that they indicate the risk one runs in assuming that light viewing is a cultural status symbol or that a schedule overloaded with specialized programming will of necessity prompt the light viewer to change his ways.

My own theory to support such a view is simply this: the light viewers are people who have developed a wide range of resources for filling their leisure hours and pursuing their intellectual interests. Television, not necessarily through any failing of its own, is less important in their general scheme of things. They turn to television, as do most people, chiefly for entertainment, but since they do less viewing they are less aware of the scope and diversity of programming available to them. Consequently, they are less selective than the habitual viewers in the use of their television sets.

Thus, in a very real sense the heavy viewers appear to be the true television sophisticates. They have a greater awareness of what television has to offer, they take advantage of it, and they find that, generally speaking, it serves them well.

Sincerely,

Bob Sarnoff

JACK TRACY
ROOM 320

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:OM THE NATIONAL BROADCASTING COMPANY
'rty Rockefeller Plaza, New York 20, N. Y.

September 24, 1963

ROBERT W. SARNOFF TO VISIT THE ORIENT,
MIDDLE EAST AND EUROPE ON SURVEY TRIP

Arrangements in connection with the 1964 Summer Olympic Games and conferences with foreign broadcasting organizations and NBC officials and correspondents overseas will take Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, to the Orient, Middle East and Europe on a survey trip starting Sept. 30. Mr. Sarnoff is departing from San Francisco for Hong Kong on Pan American Airways at 9 a.m.

In Tokyo, Mr. Sarnoff will participate in the formal signing ceremonies for NBC's exclusive U. S. television rights to the XVIII Olympiad, and will review the broadcast arrangements with Shinnosuke Abe, President of NHK (Nippon Hoso Kyokai), the Japanese Broadcasting Co. The Games are scheduled to open in Tokyo on Oct. 10, 1964, and will be telecast in this country over the NBC Television Network.

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:ss Department, Room 320

NBC TRADE NEWS
September 24, 1963

GENERAL MILLS TO SPONSOR 'THE STORY OF CHRISTMAS,' FULL-HOUR HOLIDAY COLOR PROGRAM ON NBC-TV

Tennessee Ernie Ford will star in "The Story of Christmas," a special full-hour holiday show to be presented in color on NBC-TV Sunday, Dec. 22 (10-11 p.m. EST), it was announced today by Mort Werner, Vice President, Programs, NBC Television Network.

The program will be sponsored by General Mills Inc. which, in keeping with the spirit of the show, will use the commercial periods for institutional announcements only. The advertising agency for General Mills is Doyle, Dane, Bernbach Inc.

"The Story of Christmas" will feature the Roger Wagner Chorale of 43 voices. Among the program's highlights will be a production number featuring a cast of 50 in an English street scene setting.

The climax of the show will be an animated feature, with Tennessee Ernie narrating the St. Luke version of the Nativity, and music by the Roger Wagner Chorale. The animation sequence was created by Eyvind Earle. one of the nation's leading Christmas card artists, who formerly was associated as artist-animator with Walt Disney Productions.

Charles Tazewell, author of the popular book, "The Littlest Angel," wrote the script for this special program. It will be produced and directed by Bill Burch, who serves in a similar capacity on Ford's daytime show, and who was producer of "Queen for a Day." The program will be taped Nov. 6 and 7 at NBC's Burbank Studios, Calif.

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September 24, 1963

TEACHER'S GUIDES FOR THREE NBC-TV SERIES--"EXPLORING," "NBC NEWS ENCORE" AND "NBC CHILDREN'S THEATRE"--ISSUED FOR ELEMENTARY AND HIGH SCHOOLS

Teacher's Guides for three NBC-TV programs -- "Exploring," "NBC News Encore" and the "NBC Children's Theatre" -- are being mailed to principals of elementary and high schools across the country.

The Guides outline each broadcast, suggesting classroom projects relating to material presented on the programs. They are written by a professional educator under the supervision of Edward Stanley, Director of Public Affairs, NBC News, and the programs' producers. The guides are produced by NBC's Advertising Department, under the direction of David Bellin, Manager of Special Projects, Advertising.

Last year, more than 250,000 requests for Guides on "Exploring" were received by the network. As a result, guides on the other two series have been prepared for this season.

The illustrated Guides explain the aim of each program, present synopses and list related activities and a bibliography. Guides have already been mailed out to 70,000 elementary school principals for the first three programs in the "Exploring" series, which begins its new season in color on NBC-TV Saturday, Oct. 12 (1-2 p.m. NYT).

Encyclopedia Britannica, the major sponsor of "Exploring," is helping stimulate response to the Guide through its advertisements in educational trade publications. The other sponsors of "Exploring" are Hassenfeld Bros. Inc., Wm. Wrigley Jr. Co., and The Upjohn Company.

(more)

A six-city survey last year revealed that almost 80 per cent of the teachers receiving the "Exploring" Guides had used them and recommended the program to their pupils.

"NBC Children's Theatre," a series of four one-hour telecasts, begins Sunday, Nov. 3 (6-7 p.m. NYT) and the "NBC News Encore" series starts Sunday, Oct. 20 (3:30-5 p.m. NYT, this date only) with a repeat of the highly acclaimed "The Tunnel."

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NBC-New York, 9/24/63

NBC TELEVISION NETWORK NEWS

September 24, 1963

PERRY COMO TAKES TO THE ROAD

Will Present 7 Specials in Different U.S. Cities With Top Performers as Guest Stars

Perry Como, who originated all but a few of his full-hour NBC-TV shows from New York during the past eight years, this season will travel coast-to-coast to present his seven special shows from different cities.

Each of "Perry Como's Kraft Music Hall" specials will have top-name guest stars and will be broadcast live on NBC-TV (various Thursdays, 10-11 p.m. EDT). Como's premiere show Oct. 3, as announced, will originate at Pittsburgh's Civic Arena with guests June Allyson, George Burns, Cyd Charisse (with dancing partner James Mitchell) and Allan Sherman.

Following is the schedule, cities and guest rosters for the rest of the season:

Nov. 21. San Francisco, Calif. -- Victor Borge, Nanette Fabray and Jose Greco.

Jan. 23, 1964. Dallas, Texas -- Joan Crawford, Jimmy Durante, Bob Newhart and Peter Nero.

Feb. 13. Los Angeles, Calif. -- Dean Martin, Lena Horne and Jackie Mason.

March 5. New Orleans, La. -- Leslie Caron, Mickey Rooney and Dorothy Provine.

April 9. Minneapolis, Minn. -- Guests to be announced.

May 28. Chicago, Ill. -- Guests to be announced.

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September 24, 1963

PREMIERE

MOUNTIE HERO AND HIS DOG FOIL ROBBERY IN FROZEN NORTH AS 'SERGEANT PRESTON OF THE YUKON' SERIES BEGINS ON NBC-TV

Sergeant Preston (series star Richard Simmons) of the Royal Canadian Mounted Police and his faithful dog Yukon King, track down two murder suspects in the wilds of the frozen North, in "Incident at Gordon's Landing," the premiere episode of NBC-TV's weekly series, "Sergeant Preston of the Yukon," Saturday, Oct. 5 (12-12:20 p.m. NYT).

The suspects overpower the Mountie during their attempt to rob a trader's safe, but when they return for the loot, Sergeant Preston, with the help of Yukon King, makes the arrest.

PROGRAM HIGHLIGHT--OCT. 5

SERGEANT PRESTON OF THE YUKON: "Incident at Gordon's Landing" -- A Mountie and his dog foils robbery of trader's safe. (Premiere).

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September 24, 1963

OPENING OF THE ECUMENICAL COUNCIL IN ROME WILL BE COVERED IN NBC NEWS TV SPECIAL RELAYED BY TELSTAR II SATELLITE

The opening of the second session of the Ecumenical Council of the Roman Catholic Church will be covered from Rome in a special NBC News program to be broadcast on the NBC-TV Network (including WNBC-TV) via the Telstar II satellite Sunday, Sept. 29 (1-1:30 p.m. EDT).

Irving R. Levine, NBC News' Rome correspondent, will report this special coverage of the Council, which was originally convened in 1962 by the late Pope John XXIII and is being reconvened by Pope Paul VI.

The opening will be taped earlier Sunday in Rome at RAI Studios and condensed to a half-hour program for transmission via Telstar II.

"Monitor" on NBC Radio will present a report from Rome on the Council opening on Sunday afternoon, and will review opening day's highlights later in the day.

PROGRAM HIGHLIGHT -- SEPT. 29

NBC News Special on Ecumenical Council: Report from Rome via Telstar II on the reconvening of the Ecumenical Council of the Roman Catholic Church.

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FILMS TO SHOW HUGH DOWNS' FLIGHT AT TWICE SPEED OF SOUND

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, has become a member of the Air Force's Mach 2 Club by having flown at twice the speed of sound. He accomplished this feat in an Air Force F-104 Starfighter from Andrews Air Force Base (Md.). Downs, who has been taking flying lessons and has soloed in a light plane, took control of the jet during part of the supersonic flight. Films of the flight and preparations for it will be telecast on "Today" Thursday, Sept. 26 (during the 8:30-9 a.m. segment of the 7-9 a.m. EDT program).

NBC-New York, 9/24/63

NBC TRADE NEWS

September 25, 1963

JACK BENNY RETURNING TO NBC

- - -

Comedy Star Bringing His Perennially Top-Rated 'Jack Benny Show' to NBC-TV in Fall of 1964

Jack Benny is returning to NBC.

The world-famous comedy star, who began his broadcasting career on NBC in 1932, will bring his perennially top-rated "Jack Benny Show" to the NBC Television Network in the Fall of 1964.

The announcement was made today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company.

"Jack Benny got his first sponsor and his first network lineup 31 years ago on NBC," Mr. Sarnoff said. "From 1932 until well after the war, he was one of NBC's brightest stars, and his programs have continued to be among the most popular and widely acclaimed in television. He has been an international star in three media -- motion pictures, radio and television -- and his popularity has continued to increase. It is a privilege to announce his return to NBC and we look forward with pleasure to another long association with Jack and 'The Jack Benny Show'."

The new NBC contract for "The Jack Benny Show" was negotiated with J. & M. Productions Inc.

Born in Chicago, Benny made his showbusiness debut in vaudeville, carrying his violin and telling jokes. He was one of the first vaudevillians to make the successful transition to radio, joining the NBC Radio Network with his own sponsored show in 1932.

(more)

Through the years, Benny developed a format and a family of regulars: Mary Livingstone, Kenny Baker, Phil Harris, Eddie "Rochester" Anderson and Dennis Day.

"The Hollywood Revue" was Benny's first motion picture. Of the score of films he made in succeeding years, among the best known are "George Washington Slept Here," "Buck Benny Rides Again" and "The Horn Blows at Midnight."

World War II found Benny, with a troupe of entertainers, touring military bases and hospitals both in this country and in combat zones. Italy, the Solomons and North Africa were among the places he visited to entertain GI's. In 1945 and 1948, he toured the Allied Zones of Germany. In 1951, during the Korean campaign, Benny spent six weeks performing for troops just behind the battle lines.

Benny went on television in 1950 and did four shows his first season. This increased the following year to six and the year after that to 10. In the 1954-55 season, Benny appeared on alternate weeks. He continued on this schedule until 1960 when he became a weekly regular.

The Jack Benny program has been nominated for the Emmy Award by the Academy of Television Arts and Sciences 12 of the past 13 years. Benny, himself, has won Emmy Awards as television's top comedian and for the best continuing performance as an actor.

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NBC-New York, 9/25/63

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

September 25, 1963

ROBERT NORTHSHIELD IS APPOINTED GENERAL MANAGER
OF NBC NEWS AND PUBLIC AFFAIRS

Robert Northshield, noted producer of television news programming, has been named General Manager of NBC News and Public Affairs, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

Northshield, who is 41, produced for the "Ford Startime" series on NBC-TV before he joined the network in May, 1960. He was producer of the "Today" show until January, 1961, when he became an NBC News producer.

Since then he has produced more than a score of NBC News specials, including three of the "JFK Report" series, "The Trial of Adolf Eichmann," five programs covering integration developments at Mississsippi University and "The Chosen Child," the widely acclaimed study of child adoption. He was co-producer of the recent, unprecedented three-hour study of the civil rights issue, "The American Revolution of '63," and the even more recent examination of new techniques in education -- "An Experiment in Excellence."

From July, 1961, to July, 1962, he returned to the "Today" show as producer.

Before joining NBC, Northshield produced several public affairs programs for ABC from 1958 to 1960. From 1953 to 1958 he was at CBS, where he was associated with a number of television productions, notably the "Adventure" series, of which he was producer for two years. He later produced the "Seven Lively Arts" program at CBS for more than a year.

ess Department, Room 320

He was born in Oak Park, Ill., and grew up in Chicago. His bachelor of arts diploma from Knox College in Galesburg, Ill., was forwarded and delivered to him -- in a foxhole in Germany while he was an infantryman in World War II. When the war ended, he returned to the Chicago area for graduate work at Northwestern University and the University of Chicago, studying English, anthropology and art. He later studied at the Sorbonne in Paris.

In 1946 he joined the Chicago Sun as a reporter, remaining with the newspaper when it became the Chicago Sun-Times. He served as picture editor and columnist before joining CBS in 1953.

Northshield is married to the former Jane Lewis of Grand Rapids, Mich. They live in Croton-on-Hudson, N. Y., with their four sons, Ngoan, 21; Joe, 14; John, 10, and Sam, 6.

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NBC-New York, 9/25/63

NBC COLOR TELEVISION NEWS

September 25, 1963

'THE LOUVRE' WILL BE NBC NEWS
TV COLOR SPECIAL NEXT YEAR

- - -

Cameras' Exploration of Beauty of Paris Museum
Marks a First in U. S. TV History

For the first time in U. S. television history, cameras will explore the beauty of the Louvre, oldest of the great national museums of the world, in a full-hour color broadcast special next year on NBC-TV, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

NBC producer Lucy Jarvis, who was associate producer of NBC News' widely acclaimed tour of "The Kremlin" last season, will produce "The Louvre" for NBC News by special arrangement with the Ministry of Culture and the Department of French National Museums. John Sughrue will be co-producer and director of the special telecast.

Permission to film inside the Louvre culminates five months of negotiations between Mrs. Jarvis and French officials.

"The Louvre is the one single area in France which epitomizes the history and glory of the country," Mrs. Jarvis explains. "By tracing the Louvre collection and how it grew, we'll also be tracing the story of the men and women of royalty who added to this great collection, beginning with Francis I in 1546."

(more)

NBC cameras will be able to capture not only the centuries old art treasures within the museum, including its masterpieces of painting, sculpture, antiquities, jewels and furniture, but also the brilliant architecture of the museum itself.

The Louvre, which occupies 40 acres in Paris, is considered to be the most important public building in France. It has been termed one of the major palaces of the world. Construction of the museum extended over three centuries.

Many new and unusual filming techniques will be used by NBC cameras in bringing this first comprehensive look at the Louvre to American audiences.

NBC plans to commence its filming at the Louvre within a few weeks.

Germain Bazin, Chief Curator of the Louvre, as well as the Art Editor and Louvre authority from the Harry N. Abrams Publishing Company (publishers of numerous books on art), will act as consultants on this unprecedented NBC-TV color special.

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NBC-New York, 9/25/63

NBC COLOR TELEVISION NEWS

September 25, 1963

JACKPOT THAT WILL GROW DAILY UNTIL WON

ADDED TO FORMAT OF 'PEOPLE WILL TALK'

A jackpot which starts with $150 and increases $150 daily until there is a winner has been added to the format of NBC-TV's "People Will Talk" color series (Mondays through Fridays, 2-2:25 p.m., EDT).

A contestant wins the jackpot if he can select consecutively four of 15 panelists to agree with him on a controversial subject.

The show, starring Dennis James as moderator, features a debate between two contestants. The winner then tries for the jackpot with another topic.

NBC COLOR TELEVISION NEWS

September 25, 1963

Attention, Sports Editors

COMMENTATORS ARE ANNOUNCED FOR WORLD SERIES COVERAGE ON NBC-TV (IN COLOR) AND NBC RADIO

Mel Allen and Vin Scully on television, and Joe Garagiola and Ernie Harwell on radio, will be the commentators for NBC's dual coverage of the 1963 World Series between the New York Yankees and Los Angeles Dodgers starting Wednesday, Oct. 2, it was announced today by Baseball Commissioner Ford C. Frick.

Broadcasters for the two pennant winners make up the TV announcing team. Allen has been a radio and TV commentator for the Yankees since 1939, and Scully reports Dodgers' games.

Harwell is a Detroit Tigers' announcer, and Garagiola is one of the commentators for the weekend "Major League Baseball" games on NBC-TV.

All Series games will be televised in color. Air times on TV and radio -- 15 minutes before game time -- will be 12:45 p.m. EDT for the games in New York's Yankee Stadium, and 3:45 p.m. EDT for the games in Los Angeles' Dodger Stadium.

After two games in New York, the Series shifts to Los Angeles for three games, then returns to New York if games six and seven are needed to decide the best-four-of-seven competition.

This will be the eighth Yankee-Dodger World Series, but the first between New York and Los Angeles. The Dodgers gave Brooklyn its first and only world championship in 1955 when they defeated the Yankees

(more)

in seven games, and produced a Series championship for Los Angeles in 1959, beating Chicago in six games. The Yankees have won the World Series the last two years, defeating San Francisco in seven games last year and Cincinnati in five games in 1961.

NBC's TV coverage will be produced by Perry Smith and directed by Harry Coyle. Producing the NBC Radio broadcasts will be Len Dillon for New York games, and Hal Ashby for Los Angeles games.

As previously announced, the Series telecasts will be preceded by "World Series Spotlight," a 15-minute show with NBC sportscaster Bob Wolff as host. Air times will be 12:30 p.m. EDT when the Series is played in New York, and 3:30 p.m. EDT preceding Los Angeles games. The first two shows, on Oct. 2 and 3, will be televised in color, the others in black-and-white.

-----o-----

NBC-New York, 9/25/63

in seven years, and produced a Series championship for Los Angeles in 1959, beating Chicago in six games. The Dodgers have won the World Series the last two years, defeating Ron Fairchild's Yankees last year and Cincinnati in five games in 1961.

Hall's TV showcase will be produced by Perry Smith and directed by Harry Coyle. Producing the CBS Game Breakers will be Don Dillon for Ken Lewis Agency, and Bill Kerby for Los Angeles Times.

As previously announced, the Series telecasts will be presented by 'Gold Bonus Building,' a Chicago-based firm with 100 apartments for World as Home. All three will be in color. CBS when the Series is played in New York, and ABC when playing Los Angeles games. The first two games, on Oct. 2 and 3, will be telecast in color, the remainder in black-and-white.

NBC-Tom Harn, 9/25/62

SEPT. 24 WAS A BIG DAY FOR THE ANDY WILLIAMSES

Singer Andy Williams and his wife, the former Claudine Longet, became the parents of a six pound, ten-ounce girl at 3:19 p.m. EDT, yesterday (Sept. 24).

The baby -- their first child -- was born at St. Joseph Hospital, Burbank, Calif. Dr. Abner Moss reported that mother and daughter were doing fine. No name has been selected yet. Williams took his wife to the hospital yesterday at 12 Noon EDT, and then returned to Hollywood to continue rehearsal for his Oct. 15 NBC-TV color special. He was summoned back to the hospital shortly before the birth. Coincident with the birth of his daughter, the first of 12 full-hour special musical color presentations was broadcast on NBC-TV last night (10-11 p.m. EDT).

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NBC-New York, 9/25/63

:OM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

September 26, 1963

CARL LINDEMANN JR. IS APPOINTED VICE PRESIDENT, NBC SPORTS

- - -

Perry Smith Is Named Manager, NBC Sports

Carl Lindemann Jr. has been appointed Vice President, NBC Sports, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

In assuming supervision of the NBC Sports Department, Mr. Lindemann succeeds Tom S. Gallery, Director of Sports for the past 11 years, who is retiring Dec. 1.

Mr. Lindemann, who has been Vice President, Special Projects, News, since June, 1961, will report to Julian Goodman, Vice President, News. The NBC Sports Department has been part of NBC News since last April.

Mr. McAndrew also announced the appointment of Perry Smith as Manager, NBC Sports. Mr. Smith, a producer in the NBC Sports Department for 10 years, will report to Mr. Lindemann.

Mr. Lindemann was elected Vice President, Daytime Programs, NBC-TV Network, in April, 1959; was appointed Vice President, Program Sales, NBC-TV Network, in April, 1960, and became Vice President, California National Productions (now NBC Films), in October, 1960.

He joined NBC in April, 1948, as a student engineer. He became associate producer of NBC-TV's "The Kate Smith Hour" in October, 1953, and was named senior unit manager of the "Home" show in 1954. In August, 1955, he was appointed business manager of the Television Network Program Department, a post he held until he was named Director of Daytime Programs in April, 1957.

(more)

Mr. Lindemann was born in Hackensack, N.J., and was graduated from Phillips Exeter Academy and Massachusetts Institute of Technology (1946). During World War II, Mr. Lindemann served as a first lieutenant in the Army Signal Corps in the South Pacific. He and his wife, the former Marguerite D. Williams, and their five children live in Greenwich, Conn. Mr. Lindemann is a member of the Rocky Point Club in Old Greenwich.

Mr. Smith joined NBC in 1950 as assistant to the executive producer of "Musical Comedy Time." He moved to the Sports Department in 1953. He has been the TV producer for NBC's coverage of major sports events, including the World Series, Rose Bowl and Sugar Bowl games, National Football League Championship game, National Open Golf Championship and National Singles Tennis Championship.

Mr. Smith was born in Dallas, Texas. He attended Southern Methodist University, and was graduated from the U.S. Naval Academy in 1945. He was a lieutenant in the submarine service 1945-48 and 1951-52. He and his wife, the former Alice Swanson, and their three children live in Pelham, N.Y.

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NBC-New York, 9/26/63

NBC COLOR TELEVISION NEWS

JOHNNY CARSON TO CELEBRATE HIS FIRST ANNIVERSARY AS 'TONIGHT' HOST

- - -

Series Attained Its Largest Audiences and Ad Revenues During Year

Johnny Carson celebrates his first anniversary Tuesday, Oct. 1, as host of NBC-TV's "Tonight Show Starring Johnny Carson" (Monday through Friday color broadcasts, 11:15 p.m.-1 a.m. EDT).

Carson was chosen from a list of foremost entertainers in the broadcasting industry to star in television's most successful late-evening program. In the year that he has sat in the "Tonight" chair, the show has attracted its largest audiences and advertising revenues have reached the highest levels.

In addition to his quick ad-lib wit, the versatile Carson has delighted "Tonight" audiences with his talent of getting into the acts of many of his guests. He has boxed with boxers, juggled with jugglers, performed hocus-pocus with magicians, played baseball with the New York Yankees (in a filmed segment), demonstrated gadgets with their inventors, and even mimicked a belly-dancer guest.

When Johnny was host of the daytime "Who Do You Trust" series prior to joining NBC-TV, his producer was Art Stark and his announcer and sidekick was Ed McMahon. The current "Tonight" series utilizes the teamwork of the same trio. Among Carson's "Tonight" guests have been top headliners as well as up-and-coming talents in the worlds of television, motion pictures, the theatre, nightclubs, concert halls, opera, jazz, vaudeville and folk singing. Scientists, critics, politicians, authors, educators and athletes have also appeared in this most varied of variety shows.-----o----- NBC-New York, 9/26/63

September 26, 1963

Attention, Sports Editors

SOME 40 MILLION PEOPLE--ABOUT 3 TIMES TOTAL THAT ATTENDED ALL 348 WORLD SERIES GAMES--WILL BE WATCHING YANKS AND DODGERS IN ONE GAME VIA NBC-TV NEXT WEEK

Since the first World Series in 1903, 13,085,283 people have trooped out to numerous ball parks to attend 348 Series games. About three times that total -- some 40 million people -- will be watching the New York Yankees and Los Angeles Dodgers in one game when the NBC-TV Network covers the baseball classic for the 17th straight year, starting Wednesday, Oct. 2.

The TV coverage will be in color. All games also will be broadcast by the NBC Radio Network. Air times on TV and radio are 12:45 p.m. EDT for games at New York's Yankee Stadium (games 1, 2 and, if necessary, 6 and 7), and 3:45 p.m. EDT for games at Los Angeles' Dodger Stadium (games 3, 4 and, if necessary, 5). The air times are 15 minutes before game time.

According to NBC estimates, an average daily audience of 40 million is expected to view each weekday game, and 76 million different people will see some part of the Series if it goes the maximum seven games. Both figures are for at-home audiences only and do not include gatherings in offices or public places.

Peak viewing day for the Series would be for the Sunday, Oct. 6 game in Los Angeles, when an estimated 60 million viewers in 24 million homes are expected to tune in.

(more)

Approximately 220 TV stations in the U. S. will carry NBC's Series telecasts, with more than 190 televising in color. The viewing estimates do not include the millions of fans who will be watching live on almost 60 Canadian stations. The NBC telecasts also will reach south of the border down Mexico way, where fans in the Monterey area will get to see the Series action live, by microwave from Weslaco, Tex.

In Hawaii, three TV stations will show color tape telecasts of each game the following day. The Series games will be seen on film several days later in Alaska -- in Anchorage, Fairbanks and Juneau.

The NBC Radio Network will carry the games to millions of other Americans. The broadcasts also will be beamed via shortwave to service personnel around the world by the Armed Forces Radio Service.

The World Series commentators are Mel Allen and Vin Scully on television, and Joe Garagiola and Ernie Harwell on radio.

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NBC-New York, 9/26/63

NBC COLOR TELEVISION NEWS

September 26, 1963

'TRUTH OR CONSEQUENCES' STARTING AS A COLOR SERIES
ON 10TH ANNIVERSARY TELECAST WITH MILITARY GUESTS

A Marine private will be featured on "Truth or Consequences," observing its 10th anniversary on NBC-TV, Monday, Sept. 30, when it becomes a color broadcast series (Mondays through Fridays, 12:30 to 12:55 p.m. EDT).

The marine is Raleigh H. Vicars Jr., whose "consequence" will be to describe "Madame Butterfly" costumes worn by masked lovelies of "Shipstads and Johnson Ice Follies of 1964," and by Mrs. Vicars, also masked. Mrs. Vicars was flown to Hollywood from Maryland for a surprise reunion with her husband.

In other segments, Wally Boag, balloon artist from Disneyland, exhibits the technique of molding unusual balloons, and three service-men (representing Army, Air Force and Marines) along with their wives, win trips to Las Vegas. None of the couples had ever been on a honeymoon trip.

Bob Barker begins his seventh year as host of the series.

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NBC TELEVISION NETWORK NEWS
September 27, 1963

PREMIERE

GUEST STARS PERFORM SONG, DANCE AND COMEDY SPECIALTIES ON FIRST OF PERRY COMO'S SPECIAL SHOWS

June Allyson sings during her first appearance on a TV variety show, George Burns forms his own glee club, Cyd Charisse dances a specially choreographed number with her movie dance partner James Mitchell, Allan Sherman offers some of his comic specialties and Perry Como returns to a place near his home town.

It all happens in "Perry Como's Kraft Music Hall" live music-variety special on NBC-TV Thursday, Oct. 3 (10-11 p.m. EDT). This program, first of seven special Como shows, will originate from the Pittsburgh Civic Arena, Pittsburgh, Pa., a few miles from Canonsburg, Pa., where Como was born. Featured on the full-hour program are Mitchell Ayres and his orchestra, The Ray Charles Singers, the Lee Becker Dancers and Frank Gallop.

Como starts his new season singing, reminiscently, "Back in Your Own Backyard." Burns "borrows" Como and the Ray Charles singers to form the George Burns Glee Club, and they harmonize on "Red Rose Rag," "Monkey Rag" and "Ain't Misbehavin'." Then Como sings "Where or When" and joins Miss Allyson in a "June Allyson Songbook" segment of tunes from some of Miss Allyson's musical films. The tunes include "There's a Small Hotel" and "Blue Room" sung by Como and Miss Allyson, "The Varsity Drag" sung and danced by Miss Allyson and the dancers, and others sung by Como and Miss Allyson. Sherman delivers his "Hello Muddah, Hello Fadder" and Rattfink" specialties.

Burns returns to sing and dance to "I Ain't Got Nobody," then switches to a comedy monologue. Como follows, singing the request

(more)

numbers: "In Other Words," "Desafinado" and "This Is All I Ask." Miss Charisse takes the spotlight with Mitchell in a dance specially choreographed by Robert Sidney. The ensemble sings "You Were Meant for Me," and Como concludes the show with "When You Come to the End of the Day."

As announced, the second special broadcast of "Perry Como's Kraft Music Hall" on NBC-TV will originate live from San Francisco Thursday, Nov. 21 (10-11 p.m. EST), with guest stars Victor Borge, Nanette Fabray and Jose Greco. The "Kraft Suspense Theatre" series of color-filmed dramas, in the same Thursday time period, will start Oct. 10 with "The Case Against Paul Ryker," first of a two-part drama starring Lee Marvin, Vera Miles and Bradford Dillman.

PROGRAM HIGHLIGHT OCT. 3

PERRY COMO'S KRAFT MUSIC HALL: Premiere. June Allyson, George Burns, Cyd Charisse, Allan Sherman and James Mitchell are Perry Como's guests in a live broadcast from the Pittsburgh Civic Arena.

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NBC-New York, 9/27/63

CREDITS FOR WORLD SERIES COVERAGE ON NBC-TV (IN COLOR) AND NBC RADIO NETWORKS

Summary: NBC-TV and NBC Radio coverage of all games of 1963 World Series between New York Yankees and Los Angeles Dodgers, starting Wednesday, Oct. 2, at Yankee Stadium, New York. All games will be televised in color. Five color TV cameras will be used for all games at following locations: elevated behind first base, elevated behind third base, two in press box behind home plate, center field. This is 17th consecutive year that NBC-TV has televised the World Series, and fifth straight year for full color coverage. It is the seventh straight year that NBC Radio is broadcasting the Series.

Schedule: Games 1 and 2 at Yankee Stadium, New York, on Oct. 2 and 3.

Games 3, 4 and (if necessary) 5 at Dodger Stadium, Los Angeles, on Oct. 5, 6 and 7.

Games 6 and 7 (if necessary) in New York on Oct. 9 and 10.

Air Times: 12:45 p.m. EDT for New York games.

3:45 p.m. EDT for Los Angeles games.

Air times are 15 minutes before game time.

TV Commentators: Mel Allen and Vin Scully.

Radio Commentators: Joe Garagiola and Ernie Harwell.

(more)

CONTEST FOR WOMEN'S SPORTS COVERAGE ON NBC TV (TM COLOR) AND NBC RADIO UNDERWAY

Summary: NBC-TV and NBC Radio learned of 21 women's 1973 World Series Saturday (Oct 20) when Joe Angelical Industry, Inventing Wednesday, Oct. 24, at Lincoln Plaziony, New York. (A) Among which the behaviors in color. This color TV coverage will be used for all games of Philadelphia Associations. Attorney Martin Tiger said, Director Donald Tuite's team, who is among the United Nations, Lenore Tiell. This is first commercial year that NBC-TV has delivered the World Series, and little commercial year for full color coverage. It is the second straight year that NBC Radio is broadcasting the Series.

Location: Games 1 and 2 at Tower Stadium, New York, on Oct. 6 and 7;

Games 3, 4 and (if necessary) 5 at Dodger Stadium, Los Angeles, on Oct. 9, 10 and 11.

Games 6 and 7 (if necessary) in New York on Oct. 3 and 14.

Air Times: 12:45 p.m. EDT for the East Coast.

9:45 p.m. EDT for the Pacific Coast.

All times are 15 minutes before game time.

TV Commentators: Mel Allen and Vin Scully.

Radio Commentators: Joe Garagiola and Curt Gowdy.

(more)

TV Producer:	Perry Smith.
TV Director:	Harry Coyle.
Radio Producers:	Len Dillon (for New York games) and Hal Ashby (for Los Angeles games).
Sponsors (and Agencies):	Gillette Safety Razor Company (Maxon Inc.) and Chrysler Corporation (Young & Rubicam Inc.).
NBC Press Representative:	Bob Goldwater (New York).

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NBC-New York, 9/27/63

3 - World Series Coverage

TV Producer: Perry Smith.

TV Director: Harry Coyle.

Radio Producers: Lee Gillion (for New York games) and Earl Hadly (for Los Angeles games).

Sponsors (Law Business): Gillette Safety Razor Company (Braun Inc.) and Chrysler Corporation (Young & Rubicam Inc.).

NBC Press Representative: Tom Goldwater (New York).

NBC-New York. 9/27/65

CREDITS FOR 'WORLD SERIES SPOTLIGHT' ON NBC-TV

Host:	Bob Wolff.
Format:	15-minute show on NBC-TV preceding each game of World Series. First two shows, on Wednesday and Thursday, Oct. 2 and 3, will be televised in color, others in black-and-white. Baseball personalities will be guests, giving their views on the game coming up. Filmed highlights of the game the day before will be shown after the first day.
Times:	12:30 p.m. EDT when games are played in New York and 3:30 p.m. EDT when games are played in Los Angeles. Air times are 30 minutes before game time.
Origination:	Taped each morning of a Series game in NBC studios in New York or Burbank.
Packager:	Tel Ra Productions.
Executive Producer:	Dan Wise.
Producer:	Conley Benfield.
Writers:	Ron Kentrus and Jon Hilson.
Sponsors (and Agencies):	General Mills Inc. (Knox Reeves Advertising Inc.) and American Tobacco Company (Sullivan, Stauffer, Colwell & Bayles).

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NBC-New York, 9/27/63

"PROJECT 200 'WORLD SERIES SPECIALISTS' ON BRIEF"

Cast:

See script.

Scenes:

15-minute show on TBC-TV recounting some case of local police. Since the cameras, on Wednesday and Thursday, Cpl. Frank J. Hill, of Lawrence Co Police, assist in crime-prevention. Medical presentation will be Dr. Sandra, Alfred Hoder Clinic on the gas crisis and. Video excerpts of the game the day before will be shown after the commercial.

Times:

18:30 p.m. DOC meet power the planet in the Tent and 21:0 p.m. TVC show opens and figure in the Magazine. Air time are in minutes before game time.

Qualifications:

Equal each morning of a cooling game in TBC studios if the Tent or Lawrence.

Equipment:

Tel Je Irrelevant.

Executive Producer:

Jon Wain.

Producer:

Doctor Fonzilla.

Writers:

Jon Stamps and Jim Slocum.

Operators (and Qualifications):

Cameos Hill Jon. Jimmy Hoopes accompanying jim.

Jan Hoeffler Tumson company [Politics, Science, Culture & Sports].

Jon Jim, 1970.

150TH ANNIVERSARY OF VERDI'S BIRTH OBSERVED ON "TOSCANINI--THE MAN BEHIND THE LEGEND"

Broadcast to Include Voice of Late Arturo Toscanini And an Interview with His Son Walter

The 150th anniversary of the birth of Giuseppe Verdi will be celebrated on "Toscanini -- The Man Behind the Legend" on NBC Radio Wednesday, Oct. 9 (network, except WNBC 9:05-10 p.m. EDT) and Sunday, Oct. 13 (WNBC only, 11:10 p.m.-12:05 a.m. EDT). Verdi was born on Oct. 10, 1813.

The voice of the late maestro Arturo Toscanini and an interview with his son Walter Toscanini will be heard in the special intermission feature. Walter Toscanini, making his first appearance on this series, will describe the funeral of Verdi in 1901 at which Maestro Toscanini conducted the memorial music.

The music on the program, taken from the long list of Verdi's works, will include the "Te Deum" from the "Four Sacred Pieces," Verdi's last composition, and three sections from the "Requiem Mass," composed by Verdi in memory of the Italian writer Manzoni. The three sections of the Mass to be heard are "Requiem," "Sanctus" and "Liberarme." Singers in the Mass are Herva Nelli, soprano; Fedora Barbieri, mezzo-soprano; Giuseppe di Stefano, tenor, and Cesare Siepi, bass.

PROGRAM HIGHLIGHT

"TOSCANINI -- THE MAN BEHIND THE LEGEND": The voice of the late Arturo Toscanini and an interview with his son Walter will be heard in this broadcast observing Verdi's 150th birthday. Music includes "Te Deum" and selections from "Requiem Mass" by Verdi.

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NBC-New York, 9/27/63

RUSSIAN PUBLICATION REPRINTS BEN GRAUER'S SEVENTEEN MAGAZINE ARTICLE ON INTERLOCHEN'S NATIONAL MUSIC CAMP

The September issue of Amepnka (America), a Soviet publication, has reprinted Ben Grauer's Seventeen Magazine article which focused on "The Best from Interlochen," NBC Radio Network Monday series (9:30 p.m. EDT).

Grauer, who serves as commentator for the series of highlights from concerts presented at the National Music Camp at Interlochen, Mich., wrote his behind-the-scenes impressions of the teaching and the way of life at the camp.

In the article, Grauer quoted from his conversations with such personalities as pianist Van Cliburn, Robert Russell Bennett (who composes music for NBC-TV's "Project 20") and Rose Bampton of the Metropolitan Opera as to the National Music Camp's contributions to furthering musical careers and enriching young people's lives.

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NBC-New York, 9/27/63

OM THE NATIONAL BROADCASTING COMPANY
rty Rockefeller Plaza, New York 20, N. Y.

September 30, 1963

BILL DANA, ANDY WILLIAMS, ROBERTA SHORE AND CORBETT MONICA TO JOIN EMCEE JOEY BISHOP ON STAGE AT NBC AFFILIATES CONVENTION

NBC-TV stars Bill Dana, Andy Williams, Roberta Shore and Corbett Monica will join emcee Joey Bishop on stage before the NBC radio and television affiliates convention in Los Angeles Dec. 3.

This entertainment segment, being arranged by David Tebet, Vice President, Talent Relations, NBC, will feature specially written songs by Sammy Cahn.

Andy Williams, who is seen on his own show on the NBC-TV network (various Tuesdays, 10-11 p.m. NYT), will appear with the Osmond Brothers and a singing group from his show. Dana stars on "The Bill Dana Show" (Sundays, 7-7:30 p.m. NYT). Roberta Shore appears in "The Virginian" series (Wednesdays, 7:30-9 p.m. NYT) and Corbett Monica in "The Joey Bishop Show" (Saturdays, 8:30-9 p.m. NYT).

The entire entertainment show will be produced by Bob Finkel, producer of the Emmy-winning "Andy Williams Show."

As previously announced, the annual convention of executives representing 203 television affiliates and 192 radio affiliates will be held Dec. 2 and 3 at the Beverly-Hilton Hotel.

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September 30, 1963

GEORGE SCHLATTER TO PRODUCE "THE BEST ON RECORD," NBC-TV SPECIAL SALUTING PAST WINNERS OF RECORD INDUSTRY'S GRAMMY AWARDS

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Big Roster of Top Stars on Timex-Sponsored Hour

George Schlatter has been signed to produce "The Best on Record" -- special full-hour broadcast saluting past winners of the recording industry's Grammy Award -- over the NBC-TV Network Sunday, Nov. 24 (10-11 p.m. EST).

Some 20 headliners, including Bob Hope, Frank Sinatra, Sammy Davis Jr. and Dean Martin, will appear on the show -- the largest group of top recording stars ever assembled for a one-hour program. Several of them will sing or perform numbers for which they won awards. There will be no awards on this special, which will be devoted to entertainment.

"The Best on Record," planned as an annual event, will be presented under auspices of the National Academy of Recording Arts and Sciences and sponsored by Timex. The Academy each year bestows Grammy Awards, the recording industry's most coveted honor, in recognition of outstanding recording performances.

Schlatter's producing credits include such programs as "The Dinah Shore Show," "Chevy Show" and Chrysler specials.

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RICHARD BOONE, RECOVERED FROM AUTO INJURIES, RESUMES TELEVISION FILMING

Richard Boone went back before the television cameras today following a Sept. 20 auto accident in which he suffered a broken rib and facial injuries.

Boone, who recovered more quickly than expected, took over the starring role in "The Fling," as it started filming at MGM for broadcast on NBC-TV's "The Richard Boone Show" (Tuesdays, 9-10 p.m. NYT). Airdate for this drama will be announced.

Another company regular was to replace Boone in the role, since first medical reports indicated the star would be incapacitated for three to four weeks.

In this drama, Boone plays a devoted husband who lives in a desert shack with his invalid wife. Regulars, co-starring in the play, are Bethel Leslie as the wife, Harry Morgan as a retired sailor running a diner, Laura Devon as a coquettish waitress, and Ford Rainey as a sheriff's deputy.

Stuart Rosenberg will direct the teleplay, written by editor-in-chief William Gordon and based on a story by Het Manheim and E. Jack Neuman.

NBC-New York, 9/30/63

NBC COLOR TELEVISION NEWS

September 30, 1963

KATHRYN CROSBY, WIFE OF BING (HOPE'S "ROAD" PARTNER), TO APPEAR WITH BOB IN HOPE COMEDY-DRAMA COLOR SPECIAL ON CHRYSLER SERIES

Kathryn Crosby, wife of Bing, will appear with Bob Hope for the first time when she co-stars in the filmed comedy drama, "The House Next Door," to be telecast in color on "Chrysler Presents a Bob Hope Comedy Special" Friday, Nov. 15 (NBC-TV Network, 8:30-9:30 p.m. EST).

"The House Next Door" is a new title for this production, replacing the tentative title, "Open House," as previously announced. Jill St. John also has been signed for a co-starring role, portraying a gangster's moll.

Mrs. Crosby, whose husband has headlined nearly a dozen 'Road' pictures with Hope, will portray the comedian's wife in the full-hour comedy. The program will be produced by Harry Tugend, directed by Jack Arnold and written for TV by Albert E. Lewin and Burt Styler from an original idea by Tugend.

The story concerns a modest, middle-class Connecticut couple who are "conned" into buying a luxurious Southern California estate next door to a notorious gangster.

Kathryn has continued the promising acting career she began before marriage to Bing in 1957. Besides raising three children, and work as a volunteer nurse, she has co-starred in a group of major films and recently made her debut in summer stock.

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September 30, 1963

"HARRY'S GIRLS" CAST SETTLED IN PARIS
FOR SECOND CYCLE OF FILMED EPISODES

Larry Blyden, star of NBC-TV's "Harry's Girls" and the supporting cast, including Susan Silo, Diahn Williams and Dawn Nickerson, are now settled down in Paris to shoot the second cycle of shows for the new situation comedy series.

The first 12 shows were shot on the Riviera, with several additional location shootings in Rome and London.

Headquarters for the company in Paris is the Billancourt Studios. Oscar-winning French cameraman Jean Bourgoin is in charge of the camera work. Bourgoin received his award for his work on "The Longest Day." He also photographed "Black Orpheus" and "My Uncle."

"Harry's Girls" is telecast on NBC Fridays (9:30 p.m. EDT).

NBC TELEVISION NETWORK NEWS
September 30, 1963

'THE TUNNEL'--REPEAT TELECAST OF 90-MINUTE SPECIAL SHOWING ACTUAL ESCAPE FROM EAST BERLIN--WILL OPEN 'NBC NEWS ENCORE' SERIES

Early in the Summer of 1962 a group of West Berlin students began digging an underground passageway beneath the Berlin Wall into East Berlin. The work went on 24 hours a day, seven days a week, for four months. Finally, on Sept. 14, 1962, a 450-foot tunnel was completed. Under cover of darkness a young mother and her child came through first, followed by 57 other refugees from East Germany.

The dramatic story of the long, difficult and often dangerous work that went into the building of the escape route is told in "The Tunnel," award-winning special 90-minute NBC News documentary that will be repeated on the NBC-TV Network Sunday, Oct. 20 (3:30 to 5 p.m. EDT). "The Tunnel," originally telecast last Dec. 10, will be the first of nine distinguished actuality specials to be repeated on the "NBC News Encore" Sunday afternoon series.

NBC News correspondent Robert Abernethy will introduce and conclude each special, establishing its relationship to the current world scene. George Heinemann, Manager of Public Affairs, NBC News, is executive producer of the "Encore" series.

The digging of the tunnel was about a month and 60 feet along when NBC News learned of its existence and made arrangements for filming. In producing "The Tunnel," NBC News undertook the most stringent precautionary measures to avoid adding to the risk of the project while it was under way and later, in editing the film, to remove or mask any footage showing identifiable diggers or refugees without their consent and to avoid any risk to the general security of such escape operations.

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The film footage within the tunnel -- 6,000 feet, or some three hours of unedited running time -- was shot over a period of almost three months by NBC News cameraman Peter Dehmel, a West German who volunteered for the assignment. His brother, Klaus, served as light-man and assistant cameraman. The coverage was supervised by Reuven Frank, NBC News, assisted by NBC News correspondent Piers Anderton, who narrates the film, and Gary Stindt, Chief, NBC News Film, Central Europe.

The students started their tunnel in the basement of a building in a heavily populated section of West Berlin rather than in one of the many open areas that line the Wall. They managed to obtain a detailed plan of Berlin which they used to route the tunnel through the underground maze of sewer lines, water mains and utility cables.

Because the shaft was one yard wide and one yard high only one of the students could dig at a time. Once the film coverage began, the digger was frequently followed by cameraman Dehmel who lay on his back just behind the shovel-man and filmed the digging by holding his camera on his shoulder and chest. As the work progressed, the students laid a steel rail on which they ran a small rope-drawn cart to carry the earth to the tunnel opening. They shored up the passageway with timbers throughout its length. Electric lights were strung along the tunnel and a telephone line was rigged so that those underground could talk with those on the surface. (When they penetrated the Wall, the students dubbed their phone line "the only direct telephone connection between East and West Berlin.")

When the digging had progressed so far that air circulation became a problem, they devised a ventilation system that blew fresh air from one end of the tunnel to the other. Twice the work was impeded by breaks in Berlin's water mains. Because of these delays and because of

(more)

a mounting fear that the tunnel would be discovered by East Berlin police, the students changed their plan. They decided to make their breakthrough only one block from the Wall instead of penetrating further.

It took 21 diggers nearly a half-year to build the tunnel. But the climax made it all worthwhile as finally 59 mud-spattered refugees in torn clothing crawled up from the tunnel to freedom in West Berlin.

PROGRAM HIGHLIGHT OCT. 20

NBC NEWS ENCORE: "The Tunnel," a repeat of the 90-minute NBC special on the building of an escape route under the Berlin Wall for 59 refugees from East Germany.

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NBC-New York, 9/30/63

CREDITS FOR "PERRY COMO'S KRAFT MUSIC HALL" SPECIALS ON NBC-TV

Time:	NBC-TV Thursdays, Oct. 3 and Nov. 21, 1963; Jan. 23, Feb. 13, March 5, April 9 and May 28, 1964 (10-11 p.m. NYT).
Format:	Music-variety shows with top-name guest stars.
Star:	Perry Como
Cast:	Mitchell Ayres and his orchestra, Ray Charles Singers and Frank Gallop.
Producer:	Marlo Lewis
Director:	Dwight Hemion
Writers:	Herb Sargent with Art Baer, Ben Joelson, Bill Angelos and Buz Kohan.
Associate Producer:	Henry Howard
Music Director:	Mitchell Ayres
Special Material and Choral Direction:	Ray Charles
Technical Director:	Heino Ripp
Unit Manager:	Stewart MacGregory
Production:	Roncom Productions Inc.
Sponsor (and Agency):	Kraft Foods Division of the National Dairy Products Corporation (J. Walter Thompson Co.)
NBC Press Representatives:	Al Cammann, New York; Bill Kiley, Burbank, Calif.

* * *

Guest Stars (Oct. 3):	June Allyson, George Burns, Cyd Charisse, Allan Sherman and James Mitchell.
Choreographer (Oct. 3):	Lee Becker Theodore
Cyd Charisse's Dances Staged by (Oct. 3):	Robert Sidney
Origination (Oct. 3):	Live from Pittsburgh Civic Arena, Pittsburgh, Pa.

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